National Park Service
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Natural Resource Stewardship and Science

National Park Service Socioeconomic Monitoring Pilot Survey

Visitor Spending Analysis

Natural Resource Report NPS/NRSS/EQD/NRR—2019/1924

ON THE COVER
Bass Harbor Head Lighthouse in Acadia National Park, NPS photo.

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Natural Resource Report NPS/NRSS/EQD/NRR—2019/1924

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Executive Summary

The National Park Service (NPS) is in the process of establishing a formal socioeconomic monitoring (SEM) program that will provide a standard visitor survey instrument and a long-term, systematic sampling design for in-park visitor surveys. The development of the pilot SEM survey provided the opportunity to add to the set of available visitor spending profiles for use in the NPS Visitor Spending Effects analysis and enabled the exploration of improved visitor spending estimation methodologies. Fourteen park units were selected for SEM pilot visitor surveys to represent a variety of park unit types (i.e., National Parks, National Recreation Areas, National Historic Parks, etc.), activities, settings (i.e., urban, rural, seashore, parkway, etc.), and difficulty of survey administration (i.e., highly controlled entrances vs. dispersed access). This report describes the methods developed to estimate visitor spending using the SEM pilot surveys and provides visitor spending profiles for the 14 pilot parks. The experiences gained through the pilot effort provide useful feedback for learning and improving future survey efforts.

Introduction

The National Park Service (NPS) preserves unimpaired the natural and cultural resources and values of the national park system for the enjoyment, education, and inspiration of this and future generations. The NPS has many indicators to monitor natural resource conservation and public satisfaction; estimates of the effects of NPS tourism on local and national economies serve as a key indicator of one of the many ways that parks benefit communities and the American public. To document this important benefit, the NPS has been measuring and reporting on the economic contribution of visitor spending for more than 30 years. The NPS estimates visitor spending and economic contributions for most park units, but there is a great need for better data across park types and geographic regions to improve the accuracy of visitor spending estimates. To improve visitor data, the NPS is establishing feasible approaches for implementing a long-term, systematic socioeconomic monitoring (SEM) program that would provide a standard visitor survey instrument and a long-term, systematic sampling design for in-park visitor surveys.

In order to identify challenges and costs of administering an NPS system-wide survey, 14 park units were selected for SEM pilot visitor surveys to represent a variety of park unit types (i.e., National Parks, National Recreation Areas, National Historic Parks, etc.), activities, settings (i.e., urban, rural, seashore, parkway, etc.), and difficulty of survey administration (i.e., highly controlled entrances vs. dispersed access). The range of pilot parks selected also allowed for testing the applicability of the visitor spending questions within some of the more challenging units of the NPS system. The SEM pilot study began collecting data in August 2015 and completed data collection in August 2016. This report describes the methods developed to estimate visitor spending using the SEM pilot surveys and provides visitor spending profiles for the 14 pilot parks. The report is arranged as follows: first the pilot surveys are described, followed by an overview of methods for estimating visitor spending. The report concludes with a discussion of recommendations for future SEM surveys. Park-level results, including visitor spending profiles and average trip characteristics estimated for the 14 pilot parks, are included in the appendices.

For more information on the overall SEM pilot project, see Resource Systems Group (2019).

Pilot Surveys

The SEM pilot questionnaire utilized a standardized survey instrument designed to gather system-wide information at NPS units about visitor and trip characteristics, visitor perceptions of park experiences, visitor attitudes toward park management, and visitor satisfaction with park services and facilities. The surveys also collected visitor spending and trip characteristic data necessary for estimating park-level visitor spending.

The pilot surveys utilized a personally delivered self-administered mail-back technique in which sampled parties were given a stamped, addressed questionnaire to complete and mail back at the conclusion of their trip (Dillman, Dolsen, and Machlis 1995; Rookey et al. 2012).

Parks were surveyed for a 10-day sampling period during each park's peak visitation season, with survey dates including both weekdays and weekend days (Resource Systems Group (RSG) 2019). Because parks were sampled during their peak visitation season, visitor spending profiles, trip characteristic data, and visitor segment share estimates from the SEM pilot surveys are representative of peak season visitation. Park-level visitor spending estimates apply SEM-derived peak season averages to annual visitation data, and therefore assume that year-round visitor segment shares and trip characteristics are reasonably similar to peak season estimates. Table 1 shows the set of SEM pilot parks and the survey periods.

Table 1. SEM pilot parks and date of survey.

Park Unit	Survey Date
Acadia National Park	August 2015
Cape Cod National Seashore	August 2015
Glacier Bay National Park & Preserve	August 2015
Blue Ridge Parkway	October 2015
Colonial National Historical Park	June 2016
Golden Gate National Recreation Area	June 2016
Glen Canyon National Recreation Area	June 2016
San Antonio Mission National Historical Park	June 2016
Biscayne National Park	July 2016
Grand Canyon National Park	July 2016
Niobrara National Scenic River	July 2016
Glacier National Park	July/August 2016
World War II Valor in the Pacific National Monument	July/August 2016
Klondike Gold Rush National Historic Site	August 2016

Sampling locations at each unit were selected using data on sample sites for visitor use statistics, sample sites for previous surveys, and popular sites referenced on park unit websites and other popular trip planning websites; the SEM survey was administered at as few as one sampling location (World War II Valor in the Pacific National Monument) and up to 22 sampling locations (Acadia National Park). See Resource Systems Group (2019) for additional information on survey design and sampling methodology.

An example SEM pilot survey is included in Appendix 1. This report refers to questions in the example survey by referencing question numbers.

Methods

Methods for the SEM visitor spending analysis are based on the framework developed by Stynes et al. (2000) for the Money Generation Model (version 2; MGM2) used in the 2000s, and are similar to those used for the NPS Visitor Spending Effects analysis (Cullinane Thomas, Koontz, and Cornachione 2019; Koontz et al. 2017). Similar methods have been adopted by other Federal agencies including the U.S. Forest Service (USFS) (White 2017), the U.S. Army Corps of Engineers (USACE)(Chang et al. 2003), and the U.S. Fish and Wildlife Service (USFWS) (Carver and Caudill 2013); similar methods have also been adopted by researchers in other countries including Germany (Mayer et al. 2010), Finland (Huhtala, Kajala, and Vatanen 2010), and Brazil (Souza 2016). Where appropriate, similarities and differences between the SEM and methods used for other visitor spending analyses are described.

For each park, SEM survey data on spending and trip characteristics and visitor count data collected by the NPS Visitor Use Statistics program were used to develop spending profiles. Steps for visitor spending estimation include: segmenting visitors into distinct lodging-based segments that describe differences in spending patterns (e.g., day-trips, staying overnight in local lodging, or camping); transforming visitor count data and SEM spending data into compatible units of measure; and determining the portion of time and trip expenditures spent in local gateway areas that can be attributed to national park visitation. Figure 1 provides an overview of the SEM visitor spending estimation process, and Table 2 gives a list of required input data.

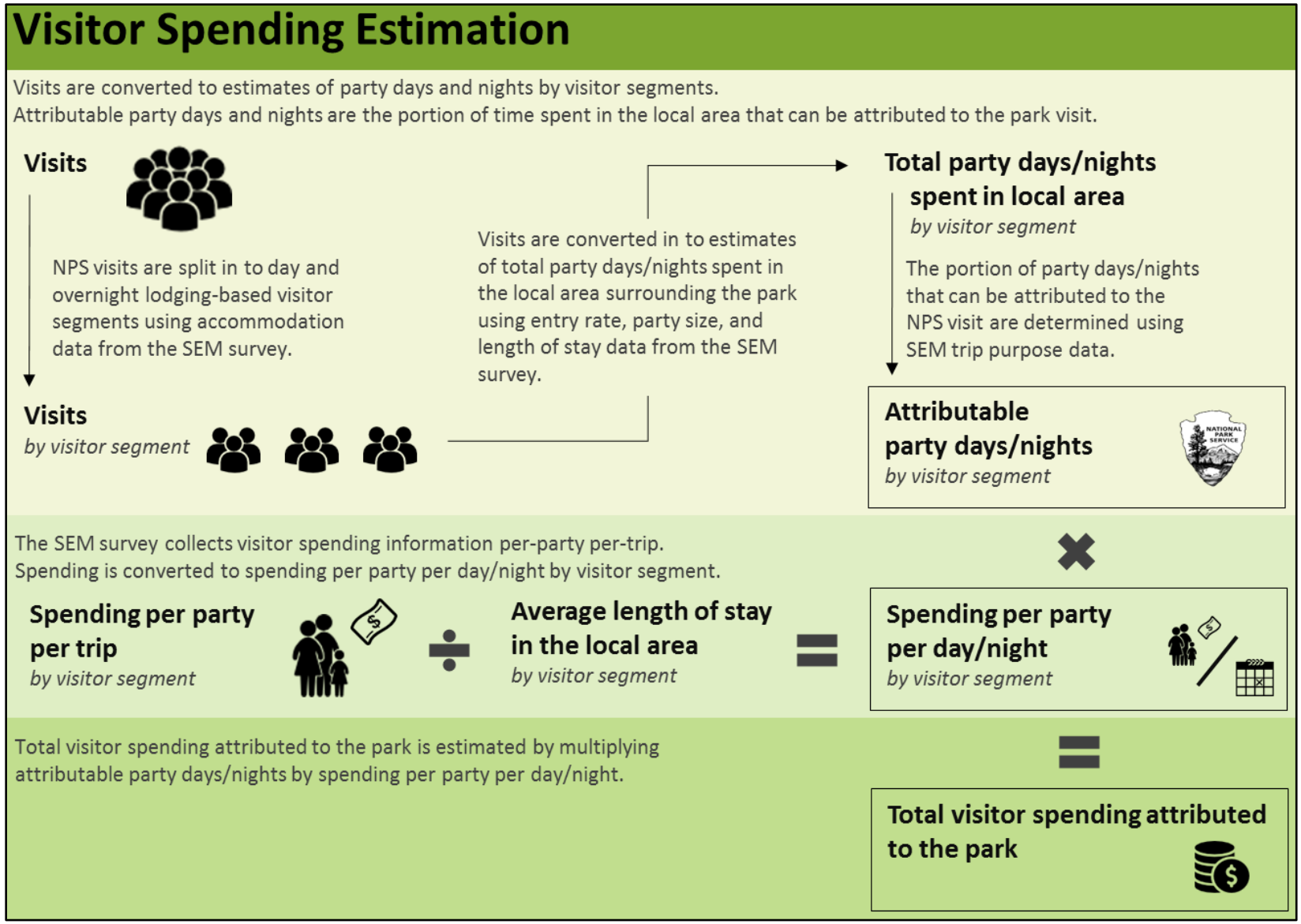

Figure 1. Overview of visitor spending estimation.

Table 2. Input data and sources for visitor spending analyses.

Variable	Definition	Source*
Visits	The annual number of recreation visits. A recreation visits occurs when a visitor enters park-administered lands or waters for recreational purposes; one entrance per individual per day is counted.	NPS statistical abstract
Visitor Spending	Trip expenditures made in the park and the surrounding nearby area. Measured as spending per party per trip.	SEM question 31
Visitor Segments	Trip-types used to categorize visitors. Day visits are split into local and nonlocal day segments. Overnight visits are split into lodging in and out of the park, camping in and out of the park, backcountry camping, cruise visits, and other overnight stays in the nearby area.	• Local/Nonlocal: SEM questions 26 and 34 • Type of lodging: SEM question 27 • Day trip/Overnight trip: SEM question 27
Entry Rate	The number of **days** a visitor enters or re-enters the park on a trip. (Note: NPS visit data is already adjusted to remove counts for multiple entries within a single day).	SEM question 6
Party Size	The number of people in a personal group. A personal group includes family and friends that are traveling together and sharing expenditures on their trip to the park and the park's local area.	SEM question 33
Days/hours spent in the park	The number of hours or days that parties spend in the park on their trip.	SEM question 7
Days/nights spent in the nearby area	The number of days and nights that parties spend in the nearby area on their trip.	SEM question 27
Trip purpose	The purpose of a visitor's trip to the park and surrounding nearby area. The park may be the primary purpose of the trip, one of several equally important stops, or a spur-of-the-moment stop on a trip to other destinations.	SEM question 28

* Question numbers refer to question numbers in the example survey in Appendix 1

Spending Profiles

Visitor spending profiles describe average expenditures made by NPS visitors within local gateway regions surrounding parks. Local gateway regions (also referred to as the nearby area surrounding the park) were identified for each park through conversations with park staff. Park staff were asked to identify the nearby towns and cities where visitors typically stop and make purchases or spend the night while visiting the park. Local gateway regions were then defined as the set of counties that include the identified towns and cities visited by park visitors[1]. A map of the local towns and counties included in the nearby area was provided in the survey (before question 26).

Respondents were asked to provide expenditures for their party; specifically, the spending question asked how much the respondent's party, defined as themselves and their personal group (e.g., other family members, traveling companions) spent during their time in the nearby area (question 31). Eliciting party expenditures, as opposed to individual expenditures, aligns with best practices suggested by Stynes and White (2006). The use of mail-back surveys enabled the SEM survey to collect data on respondents' expenditures for the full duration of their trip to the nearby area.

Spending profiles were estimated for each visitor segment, and were converted to spending per party per day for visitors on day trips, and spending per party per night for visitors on overnight trips, by dividing average per party per trip expenditures by average lengths of stay in the nearby area (Sun and Stynes 2006).

Expenditure categories included spending on local transportation, gas, restaurants, groceries, hotels, specialty lodging, camping, recreation and entertainment, souvenirs, equipment rental, and guide fees (question 31). Expenditure categories were developed to bridge expenditures to an economic input/output model for economic contributions analyses (Cullinane Thomas, Koontz, and Cornachione 2019). The following expenditures were excluded because they are not typically included in local-area economic contribution analyses: durable goods, such as RVs, snowmobiles, and boats; travel costs incurred outside of the nearby area, such as airfares[2]; and NPS entrance fees.

Surveys for a subset of the pilot parks included an additional question about spending on tour packages (question 30). Several parks, especially those in Alaska, receive many of their visitors from cruise ships or other package tours. These packages are often inclusive: visitors pay a flat fee to a tour company, and meals, transportation, lodging and entrance fees may all be included in the package. Many respondents, however, misunderstood this question and provided single-day guide

[1] This way of defining local gateway regions refines the way local gateway regions have been defined for NPS visitor spending effects analyses which, for most parks, have included all counties within a 60-mile radius of the park unit (Cullinane Thomas, Koontz, and Cornachione 2019).

[2] Question 33 asks respondents about additional money spent outside of the local area during their trip away from home. This question was asked in order to collect data to estimate the economic value of a national park visit using the travel cost method and is not applicable to the visitor spending analysis.

and tour fees that were more appropriate for the guide and tour spending category in the survey. More information about the tour package question is included in the Data Cleaning section.

Visitor Segments

Best practices for visitor spending estimation suggest estimating separate spending profiles for subgroups of visitors with distinct spending patterns (Stynes and White 2006). Lodging-based visitor segmentation has been found to explain the greatest amount of variation in spending patterns as compared to other segmenting strategies (White and Stynes 2008), and is a widely accepted strategy used by the USFS, NPS, and others (White, Goodding, and Stynes 2013; Cullinane Thomas, Koontz, and Cornachione 2019). NPS visitor spending profiles have traditionally been developed for lodging-based visitor segments. For the SEM analysis, lodging-based visitor segments include:

- *Local day trip*: local visitors who visit the park for a single day and return home,
- *Non-local day trip*: non-local visitors who visit the park for a single day and then leave the local area or return home,
- *NPS Lodge*: local or non-local visitors who stay at a lodge or motel within the park,
- *Lodge Outside Park*: local or non-local visitors who stay at motels, hotels, bed and breakfasts, or other specialty lodging located outside of the park,
- *NPS Campground*: local or non-local visitors who stay at campgrounds within the park,
- *Camp Outside Park*: local or non-local visitors who camp outside of the park,
- *Backcountry*: local or non-local visitors who camp in the backcountry in the park,
- *Houseboat*: local or non-local visitors who stay overnight in a houseboat in the park,
- *Cruise*: local or non-local visitors who visit the park on a large cruise ship,
- *Boat*: local or non-local visitors who visit the park on a small cruise ship or adventure tour boat, and
- *Other*: non-local visitors who stay overnight in the local area but do not have any lodging expenses. This segment includes visitors staying in private homes, with friends or relatives, or in other unpaid lodging.

Not all of these segments are applicable at all parks. NPS Lodge, NPS Campground, and Backcountry segments are only applicable to parks with in-park lodging and/or camping and backcountry opportunities. The Houseboat segment is only used at Glen Canyon National Recreation Area. The Cruise segment is only used at Klondike Gold Rush National Historical Park and Glacier Bay National Park and Preserve, and the Boat segment applies only at the latter of these two parks.

Identifying local visitors

The SEM pilot survey included two questions that asked visitors where they are from. The first question provided a map of the area surrounding the park with shaded areas representing counties in the “nearby area” as defined by the park. Respondents were asked if they lived in the shaded area on

the map (question 26).[3] A second question asked respondents for their ZIP code or name of the country they came from (question 34). There were some inconsistencies between how individuals responded to the 'do you live in the nearby area' question and the ZIP code they provided. Due to these inconsistencies, respondents' ZIP codes were used to categorize visitors as local or nonlocal. If an individual did not provide a ZIP code but did answer the 'do you live in the nearby area' question, then their local/non-local response was used in place of their ZIP code.

Identifying overnight visitors

Respondents were classified as overnight visitors if they stayed overnight in the nearby area (answered yes to question 27a) and provided the number of nights they stayed in various types of accommodations (question 27b). If respondents spent multiple nights in the nearby area and used more than one type of accommodation, the accommodation type with the highest number of nights was used for placing a visitor in a segment. If there was a tie, the accommodation type with the highest-spending category was used. Some respondents did not answer the overnight stay questions, but indicated that they spent money in the local area on lodging or camping; these respondents were assigned to an overnight visitor segment based on their spending. See the Data Cleaning section for details about visitor segmenting rules and assumptions.

Estimating visitor segment shares

Visitor segment shares represent the percent of park visits that fall into each segment, and are used to split NPS visit counts into visits by segment. SEM surveys are answered for a visitor party; however, visitor segment shares need to apply to visits (as measured by the NPS Visitor Statistics Program). For this reason, to estimate visitor segment shares that can be applied to NPS visits, the percentage of survey respondents who fell into a visitor segment needed to be weighted by the average party size for that segment. Table 3 describes the calculations used to develop visitor segment shares.

Table 3. Estimating visitor segment shares.

Description	Formula Used
Percent of respondents in each visitor segment (s)	$Sample\ percent_s = \frac{number\ of\ respondents\ in\ segment_s}{survey\ sample\ size}$
Visitor segment shares	$Visitor\ segment\ share_s = \frac{Sample\ percent_s \times PartySize_s}{\sum_s Sample\ percent_s \times PartySize_s}$

The percent of survey respondents who fall in to each visitor segment may differ from true segment shares if visitors in different segments have different likelihoods of being chosen to participate in the survey or if different segments have different response rates. Other visitor spending analyses have

[3] The SEM surveys are different from other federal agency surveys in that the SEM survey utilized a shaded map for respondents to identify themselves as local or nonlocal instead of asking a distance traveled question. USFS and USACE both use a distance travelled question to identify local visitors (Chang et al. 2003; White, Goodding, and Stynes 2013).

addressed this issue by using pre-surveys to estimate segment shares and/or by weighting responses based on the annual number of park visits made by each respondent (see Bowker, Bergstrom, and Gill 2007; White, Goodding, and Stynes 2013). Relevant case weights and annual trip estimates were not available for the SEM pilot surveys. Data was, however, available for NPS in-park overnight stays (Ziesler 2019). For parks with in-park lodging or camping, in-park overnight stays were converted to visits to determine actual segment shares for in-park segments. In most cases, the estimated in-park segment shares developed from the SEM data were greater than the actual segment shares based on in-park overnight stay data. For parks where this occurred, the difference between estimated and actual shares of visitors was reallocated to the matching outside-of-park segment (for example, overestimated NPS Camp shares would be moved to Camp Out). This was done under the assumption that visitors misunderstood camping inside vs. outside the park, instead of as a result of an over-sample of in-park overnight visitors.

Visitation Estimates

The NPS Visitor Use Statistics Office reports annual estimates of NPS recreation visits for most NPS units (Ziesler 2019). Recreation visitation data available from the NPS are measured in terms of visits, which are defined as the annual number of individuals who enter NPS sites for recreation purposes. To count visits, the NPS uses the rule that one entrance per individual per day is countable. This measure of visitation is problematic for visitor spending estimation because a single visitor can count as multiple visits. For example, a family of 4 taking a week-long vacation to Yellowstone National Park and staying at a lodge outside of the park would be counted as 28 visits (4 individuals who enter the park on 7 different days); while a different family of 4, also taking a week-long vacation to Yellowstone National Park but lodging within the park, would be counted as 4 visits (4 individuals who enter the park on a single day and then stay within the park for the remainder of their trip). To remedy this counting issue, park visits are converted to visitor trips by dividing visits by average park entry rates for each visitor segment (question 6).

Because visitor spending profiles are estimated on a per party per day/night basis, it is also necessary to convert NPS visit estimates into estimates of party days/nights in order to have compatible units of measure. Party days are the combined number of days that parties on day trips spend in the nearby area, and party nights are the combined number of nights that parties on overnight trips spend in the nearby area. This conversion involves dividing visitor trips by party size (question 33) to get party trips, then multiplying party trips by days or nights spent in the nearby area (question 27) to arrive at estimates of party days and party nights, respectively. Table 4 describes the steps to convert NPS visit data to estimates of party days/nights by visitor segment.

Table 4. Steps to convert NPS visit data to estimates of party days/nights by visitor segment.

Steps	Formulas Used
1. Total recreation visits are split into visits by visitor segment.	Let s represent visitor segments, and let p_s represent the share of park visits made by visitor segment s, $Visits_s = Total\ Recreation\ Visits\ \times p_s$, where $\sum_s p_s = 100\%$.
2. For each visitor segment s, visits are converted to visitor trips by dividing by average entry rates.	$Visitor\ Trips_s = \frac{Visits_s}{Entry\ Rate_s}$
3. Visitor trips are converted to party trips by dividing by average party sizes.	$Party\ Trips_s = \frac{Visitor\ Trips_s}{Party\ Size_s}$
4. Party trips are converted into party days and party nights based on the length of stay in the nearby area:	
<u>For day-trip visitor segments</u>, party days are equivalent to party trips, because each party spends 1 day in the nearby area.	$Party\ Days\ Nearby\ Area_s = Party\ Trips_s$
<u>For overnight visitor segments</u>, party nights are estimated by multiplying party-trips by average nights spent in the nearby area.	$Party\ Nights\ Nearby\ Area_s = Party\ Trips_s \times Nights\ Nearby\ Area_s$

Length of Stay in the Park and the Nearby Area

The SEM survey asked respondents both about their length of stay within the park (question 7) and their length of stay in the nearby area surrounding the park (question 27). There are two important variables derived from these data: the full length of stay in the nearby area, and the length of stay in the nearby area that is related to/attributable to the park visit. Average values for full length of stay in the local area and attributable length of stay in the local area were estimated for each visitor segment; both variables are described in terms of days for day visitors and nights for overnight visitors. The full length of stay variable is used to calculate per party per day/night expenditure profiles (to match trip expenditures which were reported for the full length of stay in the nearby area). The use of the attributed length of stay variable is explained in the next section.

Attributable length of stay

Although many visitors come to local gateway regions primarily to visit NPS lands, some visitors are in the area for other reasons such as a business trip, visiting friends and relatives, or enjoying other local attractions. Respondents were asked if their trip to the park was the primary or sole purpose for their trip away from home, one of several equally important destinations on their trip away from home, or just an incidental or spur-of-the-moment stop on their trip away from home (question 28). For those visitors whose trip purpose was not solely to visit NPS lands, only a portion of their time and spending in the local area should be attributed to the park visit because the presence of the NPS unit was not the sole cause of their visit to the local area.

Table 5 describes how attributable length of stay was calculated for individual respondents based on visitor segment and trip purpose. For each visitor segment, total party days and nights attributable to the NPS unit are equal to average attributable length of stay for respondents within the segment multiplied by the segment's total party trips.

For more information about how multi-destination and non-primary purpose trips have been addressed in visitor spending analyses, see the inset box on page 14.

Total Visitor Spending

Party days and nights attributed to the NPS visit for each visitor segment are multiplied by per party per day/night expenditure profiles to arrive at total visitor spending (Table 6). Total visitor spending estimates represent the amount of recreation visitor spending made in local economies that is attributed to the presence of the NPS unit.

Table 5. Attributing length of stay based on trip purpose.

Trip Purpose	Local Day-Trip Visitors	Nonlocal Day-Trip Visitors	All Overnight Visitors
Park was primary or sole purpose of trip away from home	$1\ day$	$1\ day$	$all\ nights\ spent\ in\ local\ area$
Park was one of several equally important destinations on trip away from home	$1\ day$	$hours\ in\ park\ \div$ $12\ hour\ day$	If one day or less spent in the park: $1\ day$ If more than one day spent in the park: $the\ smaller\ of \left\{ \begin{matrix} days\ in\ park \\ nights\ spent\ in\ local\ area \end{matrix} \right\}$
Park was an incidental or spur-of-the-moment stop on trip away from home	$1\ day$	$hours\ in\ park\ \div$ $12\ hour\ day$	If one day or less spent in the park: $hours\ in\ park\ \div 12\ hour\ day$ If more than one day spent in the park: $the\ smaller\ of \left\{ \begin{matrix} days\ in\ park \\ nights\ spent\ in\ local\ area \end{matrix} \right\}$

Table 6. Total visitor spending calculations.

Segment	Formula Used
For day-trip visitor segments:	$Total\ Visitor\ Spending_s = Attributable\ Party\ Days_s\ x\ Average\ Per\ Party\ Per\ Day\ Expenditures_s$
For overnight visitor segments:	$Total\ Visitor\ Spending_s = Attributable\ Party\ Nights_s\ x\ Average\ Per\ Party\ Per\ Night\ Expenditures_s$
Total visitor spending, all segments:	$Total\ Visitor\ Spending = \sum_s Total\ Visitor\ Spending_s$

Accounting for multi-destination and non-primary purpose trips in visitor spending analyses

Although economists agree that visitor spending estimates should account for multi-destination and non-primary trips, there is no standard approach for addressing this issue. Most studies ask some variation of the question: Was your trip to the park/protected area your primary or sole purpose of your trip away from home, one of several equally important reasons for your trip away from home, or just an incidental or spur of the moment stop on your trip away from home? Here are several examples of how other studies have addressed visitor spending attribution for multi-destination and non-primary purpose trips:

- White et al. (2013) estimate national-level spending profiles for national forest visitor segments, specifically isolating those visitors where visiting the national forest was not the primary trip purpose. For those non-primary purpose trips, they recommend using the local day trip spending profile for estimating contributions of a forest to a local economy.
- Carver and Caudill (2013) estimate the economic contribution to local communities of National Wildlife Refuge visitation. Information on primary trip purpose is not available for this study; however, the Fish and Wildlife Service attributes only a portion of reported local expenditures to the Refuge visit. To address how much of total per person per day trip expenditures are attributed to a refuge visit, the Fish and Wildlife Service converts activity-based visit estimates to recreation visitor days based on the ratio of the average hours spent at a refuge for a given activity divided by a 12-hour day. Visitor spending is then estimated for visitor days.
- Chang et al. (2003) estimate system-wide economic impacts of U.S. Army Corps of Engineers recreation areas. The Army Corps visitor surveys ask about primary trip purpose, but this information is not consistently used to apportion visitor spending.
- Economic impact estimates for both German (Mayer et al., 2010) and Finnish (Huhtala et al., 2010) national parks are reported in terms of an upper and lower bound, where upper bound estimates are based on spending by all visitors and lower bound estimates are based on spending by only primary purpose visitors. Thus, in their lower bound estimates, German and Finnish analyses drop all spending from visitors who list their visit to the national park as equally important or incidental. The Finnish definition of a primary purpose visitor is similar to that used by the U.S. federal agencies, whereas the German definition is focused on the importance of the national park *designation* in a visitor's decision to visit the area.
- There are a number of studies in the literature that omit expenditures made by non-primary visitors. Crompton et al. (2001) state that expenditures by non-primary visitors should not be attributed to an event or destination unless the event or destination caused a visitor to stay in the area for extra days, in which case the expenditures made on those extra days should be included in an impact analysis. In a study investigating National Forest visitor spending estimates, White and Stynes (2008) removed the non-primary trip-type segment from their analysis because trip spending for the non-primary group could not be attributed solely to the recreation resource.
- Another approach is to allocate non-primary trip expenditures to only a portion of the total time spent in the local area. In a study estimating the economic impacts of visitor spending in Grand Teton Nation Park, Loomis and Caughlan (2006) attribute all trip expenditures to the park visit for those on a primary or sole-purpose trip to Grand Teton. For visitors who listed the park as an equally important destination, trip expenditures were apportioned based only on the days spent in the park rather than the full time in the local area. For incidental visitors, one day of expenditures were attributed to the park visit. Bowker et al. (2007) adopt a similar approach to estimate the economic impact of recreational trail visits in Virginia. In their study, they address this issue by segmenting visitors into primary and non-primary visitors. For primary visitors, all expenditures are attributed to the recreation area, and for non-primary visitors, expenditure shares are based on the ratio of total trail time to total time spent in the nearby area.

A variation of Loomis and Caughlan's and Carver and Caudill's approaches is adopted for the SEM pilot analysis.

Data Cleaning and Outlier Analysis

The SEM pilot surveys were analyzed using the R statistical computing software, and the analysis followed best practices for maintaining data integrity and ensuring reproducibility. Prior to deriving visitor spending and trip characteristic profiles, raw data were cleaned and some responses were dropped due to incomplete, inconsistent, or illogical responses. Additional responses were dropped if they were deemed to be outliers. This section describes details of data cleaning and outlier analysis as well as considerations regarding sample size and visitor segments.

Data Cleaning

Spending profiles and trip characteristic variables were estimated separately for each visitor segment; therefore, it was essential to determine if individual survey responses were complete enough to be classified into a visitor segment and that observations were placed into the correct segment. Visitor segmenting was primarily determined based on responses to the following questions: ZIP code (question 34), 'do you live within the nearby area?' (question 26), 'did you stay overnight away from your permanent residence' (question 27a), and nights spent in the local area by accommodation type (question 27b). In cases of missing or inconsistent data, several assumptions were made to determine the most appropriate visitor segment based on respondents answers to the lodging and camping expenditure categories (question 31). Observations that could not be placed into a visitor segment were dropped from the analysis.

Data cleaning and segmentation assumptions:

- Respondents who provided nights of lodging but failed to answer or answered 'no' to the question 'Did you stay overnight within the park or the nearby area?' were assumed to be overnight stay visitors.
- Respondents who indicated that they did not stay overnight but reported expenditures on lodging or camping during their trip were assumed to be overnight visitors. If they reported lodging expenditures, they were moved to the "Lodge Outside Park" segment; if they reported camping expenditures, they were moved to the "Camp Outside Park" segment.[4]
- Respondents who indicated that they stayed in 'other' accommodations but reported expenditures on lodging or camping during their trip were moved to the "Lodge Outside Park" or the "Camp Outside Park" segments based on their reported expenditures.

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[4] This type of response was relatively common, indicating a possible concern with the survey instrument. The issue of day visitors reporting lodging expenditures has been encountered in other visitor spending analyses. Chang et al. (2003) encountered this problem in a survey of US Army Corps of Engineers (USACE) visitors, and chose to re-code lodging expenditures reported by day visitors to zero. Spenceley and Scheder (2017) also encountered this issue and chose to drop day visitors with overnight expenditures from their analysis of visitor spending at a World Heritage Site. White (2017) chose to move these visitors into the "off-forest" lodging segment.

- Respondents who indicated that they camped but reported lodging expenditures and no camping expenditures were assumed to have stayed in local lodging and were moved to the "Lodge Outside Park" segment.
- Respondents who were non-local and said they did not stay overnight but reported spending multiple days in the park were evaluated case-by-case by looking at their full survey responses to determine if they belonged in the non-local day segment or were overnight visitors that answered inconsistently.
- Respondents who indicated that they stayed one or more nights in one or more of the accommodation types, but left blank the number of nights stayed in other accommodation types, were assumed to have stayed zero nights in the other accommodation types.
- Respondents who reported expenditures for one or more spending categories were assumed to have spent $0 on unanswered categories.
- Respondents who indicated that they stayed overnight in lodging but provided $0 in lodging expenditures were dropped from the analysis but were included in estimates of visitor segment shares.
- Respondents who failed to answer the expenditure question (question 32) or replied “Don’t know/Not sure” for local area expenditures were excluded from visitor spending estimates. Respondents in this group who provided sufficient data to be assigned to a visitor segment were included in estimates of visitor segment shares and trip characteristic averages.
- Expenses listed as ‘other’ were examined on a case-by-case basis: if a respondent wrote-in an expenditure that aligned with an existing expenditure category, then the ‘other’ expense was reassigned to that expenditure category; if a respondent wrote-in a durable good or out-of-area expenditure, then the expense was excluded from the analysis. Expenditures in the “Other” spending category that were exactly equal to the sum of the rest of reported expenditures, were assumed to be totaled expenditures and were deleted.
- With the exception of Glacier Bay National Park and Preserve and Klondike Gold Rush National historical Park, responses for parks that included the package tour question (question 30) were treated as follows: packages that were less than 3 days, did not include lodging, or were under $300 per person were assumed to be better represented as guide and tour expenditures and were moved to that spending category. All remaining package respondents were retained for the visitor segment share analysis but excluded from estimation of spending profiles since the all-inclusive package cost could not be split across spending categories.

Selecting and dropping outlier observations

Outlier observations have the potential to skew segment means for visitor trip characteristics and expenditures. A number of criteria have been used in other similar studies to identify outliers. White et al. (2013) drop observations from the USFS National Visitor Use Monitoring (NVUM) survey that have a length of stay greater than 30 nights, party size greater than 8 people, and/or expenditures of $500 or more per night or $500 or more in the sporting goods category. Chang et al. (2003) use a

threshold of 30 nights for length of stay and 12 individuals for party size to drop outliers; they individually examined trip expenditures greater than $500 in any single category to select for outliers.

The high variability of site-specific characteristics that would influence spending on NPS trips means that utilizing expenditure cut offs could result in keeping or dropping some observations that should be included in an NPS spending analysis. For example, at Acadia National Park, which offers a number of four- and five-star hotels in the area, a $500 per night cut-off may exclude a number of visitors who are purchasing lodging and dining at these places. Comparatively, a $500 per night cut-off may be too high at a park such as Niobrara National Scenic River, which offers relatively fewer spending opportunities in the nearby area.

For this analysis, a flexible approach was used for selecting outliers which allowed for park-specific characteristics to be considered, given the widely varied visitor characteristics across parks.

- First, visitors with large party sizes were dropped. For most parks, party sizes over 8 were dropped. However, if more than 3% of respondents had party sizes above this number, the outlier cutoff was reviewed and adjusted to 10 for several parks and 15 for Niobrara and Glen Canyon, both of which have large groups for float trips and houseboats, respectively.
- Second, lengths of stay greater than one month (31 days) were dropped from the analysis. In one case, Acadia National Park, there were a large number of very long stays- likely representing summer home owners or long-term vacation rentals. For Acadia, a cutoff of 21 days was used to filter out summer home owners.
- Third, potential expenditure outliers were identified after long stays and large parties were removed. Within each visitor segment, respondents were flagged as potential expenditure outliers if their local spending per party per trip fell in the top 5%, the top 5, or the bottom 5% of responses within their segment. Respondents were also flagged as potential outliers if their local spending per person per day fell in the top 5% or the top 5 responses within their segment. Survey data for each flagged respondent were individually examined to determine if reported expenditures were reasonable based on the characteristics of the park and surrounding local area. Respondents with expenditures that didn't align with the park-specific characteristics were dropped as outliers.

Sample Size and Visitor Segmentation Considerations

The target sample size for most pilot parks was 400 completed observations, but the number of completed surveys for pilot parks varied with several parks having fewer than 300 completed surveys and several having more than 500. Because sampled visitors were not selected based on their visitor segment, some of the visitor segments had a relatively small number of observations resulting in insufficient data for estimating valid trip characteristics and expenditure profiles for these segments.

There is no standard rule for determining the minimum sample size to develop an accurate spending profile. Chang et al. (2003) replaced their 'other overnight user' profile with an average profile for that trip-type in cases with fewer than 5 observations. White and Stynes (2008) did not report

spending profiles for segments with fewer than 50 observations; and White (2017) used an engineering approach to estimate spending profiles for segments with fewer than 50 observations.

In the SEM analysis, most segments with fewer than 20 observations were combined with similar segments. For example, the Lodge Inside Park and Lodge Outside Park segments could be combined into a single Lodge segment if either segment had fewer than 20 observations. This "lumping" of small segments allowed for park-specific segment shares and spending profiles to be estimated in cases where there was otherwise insufficient data. Segments that were still below 20 observations were evaluated on a park-by-park basis to determine if the responses were consistent enough to keep the profile.

Ground Truth of Park Results

Results for trip characteristics, spending profiles, and draft total visitor spending estimates were compared with existing literature on regional tourism spending and previous park survey data. Additionally, total spending estimates were compared and calibrated with NPS data on goods and services provided in parks. Staff at each park reviewed and provided feedback on the trip characteristic data, particularly the segment shares and length of stay. The park feedback was used to verify results and in a few cases to make minor adjustments to outlier cutoffs.

Analysis of Alaskan Cruise Parks

Glacier Bay National Park and Preserve (NPP) and Klondike Gold Rush National Historical Park (NHP) both receive over a half million visits annually, the majority of which arrive on cruise ships. In general, non-cruise visitors at each of these parks followed the same analysis assumptions described in this report. Cruise visitors, however, have unique spending patterns and responded to the survey in different ways that required special considerations in the analysis.

Identifying Cruise Visitors

First, visitors who were on cruise ships had to be identified. Respondents were marked as a cruise visitor if any of the following were true: they said they came to the park on a cruise; listed nights on a cruise; answered the tour package question with a legitimate package and did not indicate they were not on a cruise; put a cruise expense in the spending categories; wrote anywhere else that they were on a cruise. At Glacier Bay NPP, however, there were two distinct types of cruises: large boats such as Princess and Norwegian Cruise Lines which do not allow passengers to disembark the ship in the park, and smaller adventure tour and charter boats which can dock and give visitors the opportunity to visit the park's visitor center and surrounding community. These two types of cruise visitors have different spending patterns, so a second step was taken to differentiate between visitors on tour boat vessels and visitors on larger cruise ships. Since all cruise ship visitor surveys were distributed on board cruise ships, all respondents who were marked as being intercepted on board a cruise ship were kept as cruise visitors, while those who were otherwise determined to be cruise visitors but were given their survey on land or a dock were assumed to be on a smaller tour boat.

Developing Cruise Visitor Segments

At Klondike Gold Rush NHP, which is located throughout Skagway, Alaska, visitors disembark their cruise at the Skagway dock and spend an entire day in the area. They can purchase tours either

through the cruise operator or directly from local tour providers while in town. Additionally, there are a variety of restaurants, souvenir shops, and recreational activities in the town. At Glacier Bay NPP, visitors on large cruise ships do not disembark the vessel while in the park. A ranger boards the cruise ship and provides educational and interpretive programming for passengers. Small tour boats may disembark the boat in Gustavus, Alaska to visit the visitor center and purchase additional goods and services in town.

As with all visitors, cruise visitors were asked to provide details about their entire trip to the local area defined by the map provided in the survey. The local area for Glacier Bay NPP included all of Southeast Alaska, Anchorage and the Kenai Peninsula, while Klondike Gold Rush NHP included only Southeast Alaska. These areas encompass the extent of most cruise routes, with the exception of those cruises that disembark the ship near Anchorage and travel north by rail or bus to visit Denali National Park. Cruise visitors answering according to survey instructions should have listed nights and money spent in the local area equivalent to nearly all of their entire cruise length. However, many respondents indicated staying zero or one nights in the local area, suggesting they interpreted the survey as asking about their day at the park instead of their entire cruise.

Attributing length of Stay and Spending

The original intent was to create a profile of single-day shore expenditures for each park. This profile was achievable for Klondike Gold Rush NHP. One day of shore expenditures are attributed to Klondike Gold Rush NHP.

Glacier Bay NPP, however, is unique in that large cruise passengers do not disembark the ship during their time in the park. Therefore, instead of focusing on shore expenditures for the large cruise passengers to Glacier Bay NPP, a portion of respondents' entire trip shore expenditures and cruise package costs were attributed to Glacier Bay NPP. The portion to attribute was derived from NPS data on the prorated amount of time the large cruise vessels spend in the park compared to the entire length of the cruise. This prorated amount of overall cruise time in the park was used to calibrate visitors reported cruise package expenditures. All large cruise ships spend approximately one day in Glacier Bay NPP, therefore one day of average daily cruise trip expenditures, including the cost of visitors' cruise packages, was attributed to visitors on large cruise ships. Although Glacier Bay NPP visitors on the smaller tour boats may spend multiple days in the park, one day of shore expenditures and package costs was conservatively attributed for the tour boat segment. Non-cruise segments at both parks followed the same rules as other parks for attributing length of stay and spending in the local area.

Conclusions

The survey instrument and park analyses described in this report are part of a pilot of the NPS socioeconomic monitoring program. The 14 pilot parks were selected to allow for testing the applicability of the visitor spending questions and analysis methods within some of the more challenging units of the NPS system. The experiences gained through the pilot provide useful feedback for learning and improving future survey efforts. Overall, most respondents provided logical responses for the spending questions. However, our analysis identified possible respondent inconsistencies with a few of the survey questions which required additional data cleaning rules and assumptions. To address this issue, the NPS has initiated a follow-up study to examine and refine the SEM survey.

Visitor spending analyses are focused on providing information about how park tourism affects local gateway economies. Therefore, it is important that visitor spending surveys collect information on the amount of money visitors spend in park gateway regions. It is also important to collect information on the full amount of time that visitors spend in the local area so that visitors can be assigned to appropriate visitor segments and so that spending data can be converted to average spending per party per day/night. There is a somewhat tricky distinction between time and money spent in the park, time and money spent in the local area, and the combined time and money spent in the local area and the park. It is the combined time and money spent in the local area and the park that we want to collect. Inconsistencies in nights reported camping and lodging in the local area and money spent on camping and lodging in the local area suggest that some respondents may be referencing different pieces of time and space when answering these questions. For example, a respondent who answered that they stayed several nights lodging in the local area but then answered that they spent zero on lodging may have been referencing their time in the local area for the nights question, but only referencing their time in the park for the spending question. To address these issues, the language in future surveys could be reframed to more specifically emphasize the time in the park's local area (as opposed to a respondent's trip away from home or their trip to the park and the park's nearby area). Rental car expenditures present another spatial challenge, as many people rent cars in one area and drive them to another. It is therefore likely that people included rental car expenditures that were not actually spent in the local area surrounding the park. More clarity should be added to the rental car expenditure category in future surveys.

The SEM pilot survey instrument did not explicitly provide options for seasonal residents or visitors who came to the local area for extended periods. Evidence from the Acadia National Park survey suggests that some seasonal residents answered the spending questions as if they were a local resident, and others answered as if they were a visitor on a long-stay. Future surveys could remove this ambiguity by explicitly giving respondents the option to mark that they are a seasonal resident or are staying in the area for greater than one month.

Another issue warranting additional attention is the attribution of local area spending for visitors who are part of a multi-destination tour group. Providing details about local area spending may not be possible for visitors who paid for their trip as part of an inclusive tour package; for example, visitors

who visit a park as part of a cruise trip, or visitors who are on a bus tour of national parks. In an attempt to address this issue, the SEM pilot survey experimented with asking a question about tour package expenditures. The goal was to ask a question that would gather package cost information for people on cruises as well as people on linked bus trips. The pilot tour package question asked respondents 'Did you or anyone in your personal group purchase any package tours that included at least some meals, some lodging, and/or some transportation while on this trip?', and then followed up by asking for the length of the tour package, the total cost per person for the package, and the number of people that purchased the package. The question also asked respondents to mark the items included in their package tour, and gave options for local transportation, food, guides, gear, and admissions. The tour package question was included on most of the pilot park surveys, and overall the question was not successful. For the majority of pilot parks, very few respondents answered 'yes' to the question 'Did you purchase any package tours?'. The question was most applicable for the two Alaska pilot parks that receive large numbers of cruise visitors, Glacier Bay National Park and Preserve and Klondike Gold Rush National Historic Park. However, as described in the data cleaning process, our experience with the two Alaska pilot parks suggest that measuring visitor spending for sites like these will likely require customized visitor surveys. For these parks, nearly all visitors arrive on cruises, therefore the survey will need to be designed according to the characteristics of a cruise visit. Cruise passengers do not stay overnight in hotels during their cruises, while groups on tour buses or multi-day package tours typically stay in the area in and around parks during their trips. In addition, cruise itineraries are not planned by the visitors which makes the question about the purpose of a visitor's trip to the park confusing for survey respondents. Similarly, although a stop at Glacier Bay NPP is important for many cruise passengers when selecting between cruises, ships do not dock during their day in the park. This makes the typical local area visitor spending questions more difficult for respondents and adds ambiguity in determining an appropriate amount of cruise passenger local area visitor spending that should be attributable to the park. These unique trip dynamics mean that a standardized instrument will not be able to adequately capture cruise visitor spending, and adjustments to questions about length of stay, time in the park and entries, trip purpose and local area expenditures will likely be needed.

The standardized SEM survey instrument may not be a good fit for other unique parks, such as remote Alaska parks. Colt, Fay, and Hanna (2013) specifically address the limitations of using standardized NPS visitor surveys to measure visitor spending in Katmai National Park and other remote national parks in Alaska. They recommend that survey instruments for Alaska parks need to be modified to include questions that more appropriately capture the unique visitor travel patterns and spending patterns made in Alaska compared to parks in the lower 48 states.

A limitation of the sampling design is that it does not control for different types of visitors. For this reason, the percent of survey respondents who fall into each visitor segment may differ from true segment shares if visitors in different segments have different likelihoods of being chosen to participate in the survey or if different segments have different response rates. Also, visitors with longer lengths of stay in the park will have had a greater opportunity to be included in the sample than visitors who spent fewer days in the park. For this reason, variables related to average length of stay (i.e., length of stay in the park and length of stay in the local area) may be biased upward. Future

analyses should explore weights that correct the sample for over-representation of visitors with longer stays.

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Appendix 1: Example SEM Survey Questions (Acadia NP)

This is not an exact duplicate of the original forms used in the survey. This appendix shows all of the questions asked in the original Acadia NP questionnaire, with written descriptions, in parentheses, providing additional information about the individual form field attributes. Please see Resource Systems Group (2019) for an example SEM survey in the original layout.

Directions

Please have the adult in your group (at least 18 years old) having the next birthday complete this questionnaire.

In this questionnaire, your **personal group** is defined as you and anyone with whom you visited Acadia National Park on this trip, such as a spouse, family, friends, etc. This does not include the larger group that you might have traveled with, such as a school, church, scout, or tour group.

A. Trip Description

1. Including yourself, how many people were in your personal group during your visit to Acadia National Park (NP) on the day you were contacted for this survey?

   _____Number of adults (18 years or older) (a blank space was provided to manually write an answer)

   _____Number of children (under 18 years) (a blank space was provided to manually write an answer)

2. What type of group were you with, during your visit to Acadia NP on the day you were contacted for this survey? Please mark (○) **one** (each of the list items below were set up as manual checkbox options on the form).

   ○ Alone

   ○ Friends

   ○ Family

   ○ Family and friends

   ○ Other (Please specify)_____
   (a blank space was provided to manually write an answer here)

3. Please indicate all of the forms of transportation you personally used to travel from your home to Acadia NP, on this trip. Please mark (○) **all that apply** (each of the list items below were

set up as manual checkbox options on the form).

- ○ Car, truck, or SUV (Number of people in vehicle, including you) _____
  (a blank space was provided to manually write an answer here)
- ○ Recreational vehicle or motorhome
- ○ Airplane
- ○ Tour bus or tour van
- ○ City bus or subway
- ○ Train or long-distance passenger bus
- ○ Water-based transportation (Please mark (☐) **all that apply**.)
  - ☐ Cruise ship
  - ☐ Ferry
  - ☐ Tour boat
  - ☐ Other water-based mode (Please specify)_____
    (a blank space was provided to manually write an answer here)
- ○ Bicycle
- ○ Walk/hike
- ○ Other (Please specify)_____
  (a blank space was provided to manually write an answer here)

4. Approximately how many hours and miles from home did you travel one way to get to Acadia NP on this trip?

   _____Number of hours (a blank space was provided to manually write an answer)

   AND

   _____Number of miles (a blank space was provided to manually write an answer)

5. On this trip to Acadia National Park, which one of the following entrance fees applied to you personally? Please mark (○) **one** (each of the list items below were set up as manual checkbox options on the form).

- Did not pay a fee or use a pass to enter the park
- 7-day entrance pass
- Annual Pass for Acadia NP
- America the Beautiful – National Parks and Federal Recreational Lands
- Senior Pass, Access Pass, or Military Pass
- Fee included in tour package
- Don't know/Not sure Other (Please specify)_____
  (a blank space was provided to manually write an answer here)

6. On how many days during this trip did you enter or re-enter Acadia NP? If you were on a day trip or if you camped or lodged inside the park and did not leave the park boundaries for the entire length of your stay, then answer 1 day.

_____Number of days entering or re-entering Acadia NP (a blank space was provided to manually write an answer)

OR

- Don't Know/Not sure (set up as a manual checkbox option on the form)

7. On this trip, how much total time did you spend within Acadia NP?

_____Number of hours, if a day trip (was a manual fill-in-the-blank field)

_____Number of days, if greater than 1 day (a blank space was provided to manually write an answer)

B. Trip Planning and Motivations

8. Prior to this trip, how did you obtain information about Acadia NP? Please mark (○) **all that apply**. (each of the list items below were set up as manual checkbox options on the form).

○ Did not obtain information prior to this visit

○ Previous visits

- ○ Friends/relatives/word of mouth
- ○ Inquiry to park via phone, mail, or email
- ○ Acadia NP website (nps.gov/acad)
- ○ Other website (Please specify) _____
  (a blank space was provided to manually write an answer here)
- ○ Local businesses (hotels, motels, restaurants, etc.)
- ○ Maps/brochures
- ○ Newspaper/magazine articles
- ○ Other units of the National Park System (NPS)
- ○ School class/program
- ○ Social media (such as Facebook, Twitter, etc.)
- ○ State welcome center/visitors bureau/chamber of commerce
- ○ Television/radio programs/DVDs
- ○ Travel guides/tour books (such as AAA, etc.)
- ○ Other (Please specify) _____
  (a blank space was provided to manually write an answer here)

9. Did you have the information about Acadia NP you needed on this trip? Please mark (○) **one** (each of the list items below were set up as manual checkbox options on the form)**.**

   - ○ Yes
   - ○ No (Please specify information you needed but didn't have on this trip.)

     _____

     _____

     (two blank lines were provided here to manually write an answer)

10. How important to you was each of the following reasons for visiting Acadia NP on this trip? (each of the list items below were set up as manual checkbox options in table format on the

form, where the main questions were presented on each row and the potential answers were provided as column options)

- To visit a National Park Service site Please mark (○) **one** (each of the list items below were set up as manual checkbox options on the form)**.**

  ○ Extremely (important)

  ○ Very Important

  ○ Moderately (important)

  ○ Slightly Important

  ○ Not at All Important

- To spend time with friends/family. Please mark (○) **one** (each of the list items below were set up as manual checkbox options on the form)**.**

  ○ Extremely (important)

  ○ Very Important

  ○ Moderately (important)

  ○ Slightly Important

  ○ Not at All Important

- To view wildlife or natural scenery. Please mark (○) **one** (each of the list items below were set up as manual checkbox options on the form)**.**

  ○ Extremely (important)

  ○ Very Important

  ○ Moderately (important)

  ○ Slightly Important

  ○ Not at All Important

- To get physical exercise. Please mark (○) **one** (each of the list items below were set up as manual checkbox options on the form)**.**

  ○ Extremely (important)

  ○ Very Important

  ○ Moderately (important)

  ○ Slightly Important

  ○ Not at All Important

- To relax. Please mark (○) **one** (each of the list items below were set up as manual checkbox options on the form)**.**

  ○ Extremely (important)

  ○ Very Important

  ○ Moderately (important)

  ○ Slightly Important

  ○ Not at All Important

- To learn more about American history and culture. Please mark (○) **one** (each of the list items below were set up as manual checkbox options on the form)**.**

  ○ Extremely (important)

  ○ Very Important

  ○ Moderately (important)

  ○ Slightly Important

  ○ Not at All Important

- To learn more about nature. Please mark (○) **one** (each of the list items below were set up as manual checkbox options on the form)**.**

○ Extremely (important)

○ Very Important

○ Moderately (important)

○ Slightly Important

○ Not at All Important

- To attend a special event (Please specify) _____
  (a blank space was provided to manually write an answer here)

- To hear the sounds of nature/quiet. Please mark (○) **one** (each of the list items below were set up as manual checkbox options on the form)**.**

  ○ Extremely (important)

  ○ Very Important

  ○ Moderately (important)

  ○ Slightly Important

  ○ Not at All Important

- To experience solitude. Please mark (○) **one** (each of the list items below were set up as manual checkbox options on the form)**.**

  ○ Extremely (important)

  ○ Very Important

  ○ Moderately (important)

  ○ Slightly Important

  ○ Not at All Important

- To be outdoors. Please mark (○) **one** (each of the list items below were set up as manual checkbox options on the form)**.**

  ○ Extremely (important)

○ Very Important

○ Moderately (important)

○ Slightly Important

○ Not at All Important

- To view dark night sky/stars. Please mark (○) **one** (each of the list items below were set up as manual checkbox options on the form)**.**

  ○ Extremely (important)

  ○ Very Important

  ○ Moderately (important)

  ○ Slightly Important

  ○ Not at All Important

- Other (Please specify)_____
  (a blank space was provided to manually write an answer here)

11. Of the reasons listed in Question 10, which was the <u>most important reason</u> for you to visit Acadia NP on this trip?

_____

(a blank space was provided to manually write an answer here)

C. Park Activities, Programs, and Services

12. On this trip, in which of the following activities did you personally participate within Acadia NP? Please mark (○) **all that apply** (each of the list items below were set up as manual checkbox options on the form).

○ Viewing wildlife, natural features, scenery, wildflowers, etc.

○ Creative arts (photography/drawing/painting/writing)

○ Visiting a cultural or historic site

○ Nature study

- ○ Driving for pleasure
- ○ Walking/short hike (less than 1 hour)
- ○ Day hiking (1 hour or more)
- ○ Bicycling
- ○ Running/jogging
- ○ Fishing
- ○ Non-motorized water travel (rafting, kayaking, canoeing, tubing, etc.) Please specify

  _____

  (a blank space was provided to manually write an answer here)

- ○ Motorized water travel (boating, jet skiing, etc.) Please specify:

  _____

  (a blank space was provided to manually write an answer here)

- ○ Camping in developed sites
- ○ Family gathering/reunion
- ○ Picnicking
- ○ Water play (swimming, snorkeling, scuba diving, etc.) Please specify:

  _____

  (a blank space was provided to manually write an answer here)

- ○ Foraging/collecting edibles (e.g., mushrooms, truffles)
- ○ Rock climbing/bouldering
- ○ Other (Please specify) _____
  (a blank space was provided to manually write an answer here)

13. Of the activities listed in Question 12, which was your primary activity during your visit to Acadia NP on the day you were contacted for this survey?

_____

(a blank space was provided to manually write an answer here)

OR

- I did not have a primary activity on this trip to Acadia NP (set up as a manual checkbox option on the form).

14. On this trip, in which of the following programs and services did you personally participate within Acadia NP? Please mark (○) **all that apply** (each of the list items below were set up as manual checkbox options on the form).

○ Attending a ranger-led activity, such as a tour or talk

○ Talking informally with a ranger

○ Viewing outdoor exhibits

○ Viewing indoor exhibits

○ Attending a cultural demonstration or performance

○ Reading the park brochure or newspaper

○ Going to the Visitor Center

○ Watching movies or videos about the park

○ Participating with a child in your group in the Junior Ranger program

○ Obtaining National Park passport stamp

○ Listening to an audio tour or podcast

○ Using a smart phone app specific to Acadia NP

○ Other (Please specify) _____
(a blank space was provided to manually write an answer here)

15. On this visit to Acadia NP, did you learn anything from park staff, programs, and/or exhibits about American history, nature, and/or culture? Please mark (○) **one** (each of the list items below were set up as manual checkbox options on the form).

○ Yes (Please specify subjects you learned about.)

_____

_____

(two blank lines were provided here to manually write an answer)

○ No

16. If you were to visit Acadia NP in the future, are there specific subjects you would like to learn about? Please mark (○) **one** (each of the list items below were set up as manual checkbox options on the form).

○ Yes (Please specify subjects you would like to learn about.)

_____

_____

_____

(three blank lines were provided here to manually write an answer)

○ No

17. How important to you was it during your visit to Acadia NP to use personal electronic devices to do each of the following, and how would you rate the quality of the service in Acadia NP required to do each? (each of the list items below were set up as manual checkbox options in table format on the form, where the main questions were presented on each row and the potential answers were provided as column options)

- Make/receive cell phone call. Please mark (○) **one** (each of the list items below were set up as manual checkbox options on the form)**.**

  ○ Extremely Important

  ○ Very Important

  ○ Moderately Important

  ○ Slightly Important

  ○ Not at All Important

- Make/receive cell phone call. Please mark (○) **one** (each of the list items below were set up as manual checkbox options on the form)**.**

  ○ Very Good Service Required

- ○ Good Service Required
- ○ Average Service Required
- ○ Poor Service Required
- ○ No Service at All Required
- ○ Service Quality is Not Applicable

- Send/receive text message. Please mark (○) **one** (each of the list items below were set up as manual checkbox options on the form)**.**
  - ○ Extremely Important
  - ○ Very Important
  - ○ Moderately Important
  - ○ Slightly Important
  - ○ Not at All Important
- Send/receive text message. Please mark (○) **one** (each of the list items below were set up as manual checkbox options on the form)**.**
  - ○ Very Good Service Required
  - ○ Good Service Required
  - ○ Average Service Required
  - ○ Poor Service Required
  - ○ No Service at All Required
  - ○ Service Quality is Not Applicable
- Search the Internet. Please mark (○) **one** (each of the list items below were set up as manual checkbox options on the form)**.**
  - ○ Extremely Important

- ○ Very Important
- ○ Moderately Important
- ○ Slightly Important
- ○ Not at All Important

- Search the Internet. Please mark (○) **one** (each of the list items below were set up as manual checkbox options on the form)**.**
  - ○ Very Good Service Required
  - ○ Good Service Required
  - ○ Average Service Required
  - ○ Poor Service Required
  - ○ No Service at All Required
  - ○ Service Quality is Not Applicable
- Share pics/videos/audio via social media (Facebook, Twitter, etc.). Please mark (○) **one** (each of the list items below were set up as manual checkbox options on the form)**.**
  - ○ Extremely Important
  - ○ Very Important
  - ○ Moderately Important
  - ○ Slightly Important
  - ○ Not at All Important
- Share pics/videos/audio via social media (Facebook, Twitter, etc.). Please mark (○) **one** (each of the list items below were set up as manual checkbox options on the form)**.**
  - ○ Very Good Service Required
  - ○ Good Service Required

- ○ Average Service Required
- ○ Poor Service Required
- ○ No Service at All Required
- ○ Service Quality is Not Applicable

- Download an NPS podcast. Please mark (○) **one** (each of the list items below were set up as manual checkbox options on the form)**.**
  - ○ Extremely Important
  - ○ Very Important
  - ○ Moderately Important
  - ○ Slightly Important
  - ○ Not at All Important

- Download an NPS podcast. Please mark (○) **one** (each of the list items below were set up as manual checkbox options on the form)**.**
  - ○ Very Good Service Required
  - ○ Good Service Required
  - ○ Average Service Required
  - ○ Poor Service Required
  - ○ No Service at All Required
  - ○ Service Quality is Not Applicable

○ Other (Please specify) _____
(a blank space was provided to manually write an answer here)

18. Accessibility due to a physical condition.

a) Did anyone in your personal group have a physical condition that made it difficult to access or participate in park activities or services, during your visit to Acadia NP? Please mark (○) **one** (each of the list items below were set up as manual checkbox options on the form)**.**

○ Yes

○ No ➔ **Go to Question 19**

b) If YES, what activities, services, or facilities did the person(s) have difficulty participating in or accessing? Please be specific.

_____

_____

_____

(three blank lines were provided here to manually write an answer)

c) Because of the physical condition, which specified difficulties did the person(s) have? Please mark (○) **all that apply** (each of the list items below were set up as manual checkbox options on the form).

○ Hearing (difficulty hearing ranger programs, bus drivers, audio-visual exhibits or programs, or information desk staff even with hearing aid)

○ Visual (difficulty in seeing exhibits, directional signs, visual aids that are part of programs even with prescribed glasses or due to blindness)

○ Mobility (difficulty in accessing facilities, services, or programs even with walking aid and/or wheelchairs)

○ Other (Please specify) _____
(a blank space was provided to manually write an answer here)

19. What did you like most about your visit to Acadia NP?

_____

_____

_____

(three blank lines were provided here to manually write an answer)

20. What did you like least about your visit to Acadia NP?

_____

_____

_____

(three blank lines were provided here to manually write an answer)

21. Did your visit to Acadia NP, on this trip, meet your expectations? Please mark (○) **one**.

○ Yes

○ Not entirely (Please explain)

_____

_____

_____

(three blank lines were provided here to manually write an answer)

○ Not at all (Please explain)

_____

_____

_____

(three blank lines were provided here to manually write an answer)

D. Park Management

22. To what extent do you agree or disagree with each of the following statements? (each of the list items below were set up as manual checkbox options in table format on the form, where the main questions were presented on each row and the potential answers were provided as column options)

- Acadia NP is a safe place to visit. Please mark (○) **one** (each of the list items below were set up as manual checkbox options on the form)**.**

  ○ Strongly Agree

  ○ Agree

  ○ Neither Agree nor Disagree

○ Disagree

○ Strongly Disagree

○ Don’t Know / Not Sure

- Acadia NP is too crowded. Please mark (○) **one** (each of the list items below were set up as manual checkbox options on the form)**.**

  ○ Strongly Agree

  ○ Agree

  ○ Neither Agree nor Disagree

  ○ Disagree

  ○ Strongly Disagree

  ○ Don’t Know / Not Sure

- Natural resources in Acadia NP are in pristine condition. Please mark (○) **one** (each of the list items below were set up as manual checkbox options on the form)**.**

  ○ Strongly Agree

  ○ Agree

  ○ Neither Agree nor Disagree

  ○ Disagree

  ○ Strongly Disagree

  ○ Don’t Know / Not Sure

- The entrance fee for Acadia NP is too high. Please mark (○) **one** (each of the list items below were set up as manual checkbox options on the form)**.**

  ○ Strongly Agree

  ○ Agree

○ Neither Agree nor Disagree

○ Disagree

○ Strongly Disagree

○ Don’t Know / Not Sure

- Vandalism and crime are not a problem in Acadia NP. Please mark (○) **one** (each of the list items below were set up as manual checkbox options on the form)**.**

  ○ Strongly Agree

  ○ Agree

  ○ Neither Agree nor Disagree

  ○ Disagree

  ○ Strongly Disagree

  ○ Don’t Know / Not Sure

- Acadia NP is not accessible to persons with physical disabilities. Please mark (○) **one** (each of the list items below were set up as manual checkbox options on the form)**.**

  ○ Strongly Agree

  ○ Agree

  ○ Neither Agree nor Disagree

  ○ Disagree

  ○ Strongly Disagree

  ○ Don’t Know / Not Sure

- Historical and cultural features in Acadia NP are well maintained/preserved. Please mark (○) **one** (each of the list items below were set up as manual checkbox options on the form)**.**

  ○ Strongly Agree

○ Agree

○ Neither Agree nor Disagree

○ Disagree

○ Strongly Disagree

○ Don't Know / Not Sure

- Development of adjacent areas detracts from visitors' experiences at Acadia NP. Please mark (○) **one** (each of the list items below were set up as manual checkbox options on the form)**.**

○ Strongly Agree

○ Agree

○ Neither Agree nor Disagree

○ Disagree

○ Strongly Disagree

○ Don't Know / Not Sure

23. How would you rate the quality of the facilities, services, and recreational opportunities in Acadia NP? (each of the list items below were set up as manual checkbox options in table format on the form, where the main questions were presented on each row and the potential answers were provided as column options)

Park Facilities

- Visitor center. Please mark (○) **one** (each of the list items below were set up as manual checkbox options on the form)**.**

○ Very Good

○ Good

○ Average

○ Poor

○ Very Poor

○ Not Used or Not Available

- Exhibits (indoor and outdoor). Please mark (○) **one** (each of the list items below were set up as manual checkbox options on the form)**.**

  ○ Very Good

  ○ Good

  ○ Average

  ○ Poor

  ○ Very Poor

  ○ Not Used or Not Available

- Restrooms. Please mark (○) **one** (each of the list items below were set up as manual checkbox options on the form)**.**

  ○ Very Good

  ○ Good

  ○ Average

  ○ Poor

  ○ Very Poor

  ○ Not Used or Not Available

- Walkways. Please mark (○) **one** (each of the list items below were set up as manual checkbox options on the form)**.**

  ○ Very Good

  ○ Good

  ○ Average

○ Poor

○ Very Poor

○ Not Used or Not Available

- Compounds and/or picnic areas. Please mark (○) **one** (each of the list items below were set up as manual checkbox options on the form)**.**

  ○ Very Good

  ○ Good

  ○ Average

  ○ Poor

  ○ Very Poor

  ○ Not Used or Not Available

Visitor Service

- Assistance from park employees. Please mark (○) **one** (each of the list items below were set up as manual checkbox options on the form)**.**

  ○ Very Good

  ○ Good

  ○ Average

  ○ Poor

  ○ Very Poor

  ○ Not Used or Not Available

- Park map or brochure. Please mark (○) **one** (each of the list items below were set up as manual checkbox options on the form)**.**

  ○ Very Good

○ Good

○ Average

○ Poor

○ Very Poor

○ Not Used or Not Available

- Ranger programs. Please mark (○) **one** (each of the list items below were set up as manual checkbox options on the form)**.**

  ○ Very Good

  ○ Good

  ○ Average

  ○ Poor

  ○ Very Poor

  ○ Not Used or Not Available

- Value for entrance fee paid. Please mark (○) **one** (each of the list items below were set up as manual checkbox options on the form)**.**

  ○ Very Good

  ○ Good

  ○ Average

  ○ Poor

  ○ Very Poor

  ○ Not Used or Not Available

- Commercial services in the park (food, lodging, gifts, rental, etc.). Please mark (○) **one** (each of the list items below were set up as manual checkbox options on the form)**.**

○ Very Good

○ Good

○ Average

○ Poor

○ Very Poor

○ Not Used or Not Available

- Commercial services in the park (food, lodging, gifts, rental, etc.). Please mark (○) **one** (each of the list items below were set up as manual checkbox options on the form)**.**

  ○ Very Good

  ○ Good

  ○ Average

  ○ Poor

  ○ Very Poor

  ○ Not Used or Not Available

○ Please specify services used _____
(a blank space was provided to manually write an answer here)

Recreational Opportunities

- Learning about nature, history, or culture. Please mark (○) **one** (each of the list items below were set up as manual checkbox options on the form)**.**

  ○ Very Good

  ○ Good

  ○ Average

  ○ Poor

○ Very Poor

○ Not Used or Not Available

- Outdoor recreation (sightseeing, camping, bicycling, boating, hiking, etc.). Please mark (○) **one** (each of the list items below were set up as manual checkbox options on the form)**.**

○ Very Good

○ Good

○ Average

○ Poor

○ Very Poor

○ Not Used or Not Available

24. Overall, how would you rate the quality of the facilities, services, and recreational opportunities in Acadia NP?. Please mark (○) **one** (each of the list items below were set up as manual checkbox options on the form)**.**

○ Very good

○ Good

○ Average

○ Poor

○ Very poor

25. This park was established because of its significance to the nation. In your opinion, what is the national significance of this park?

_____

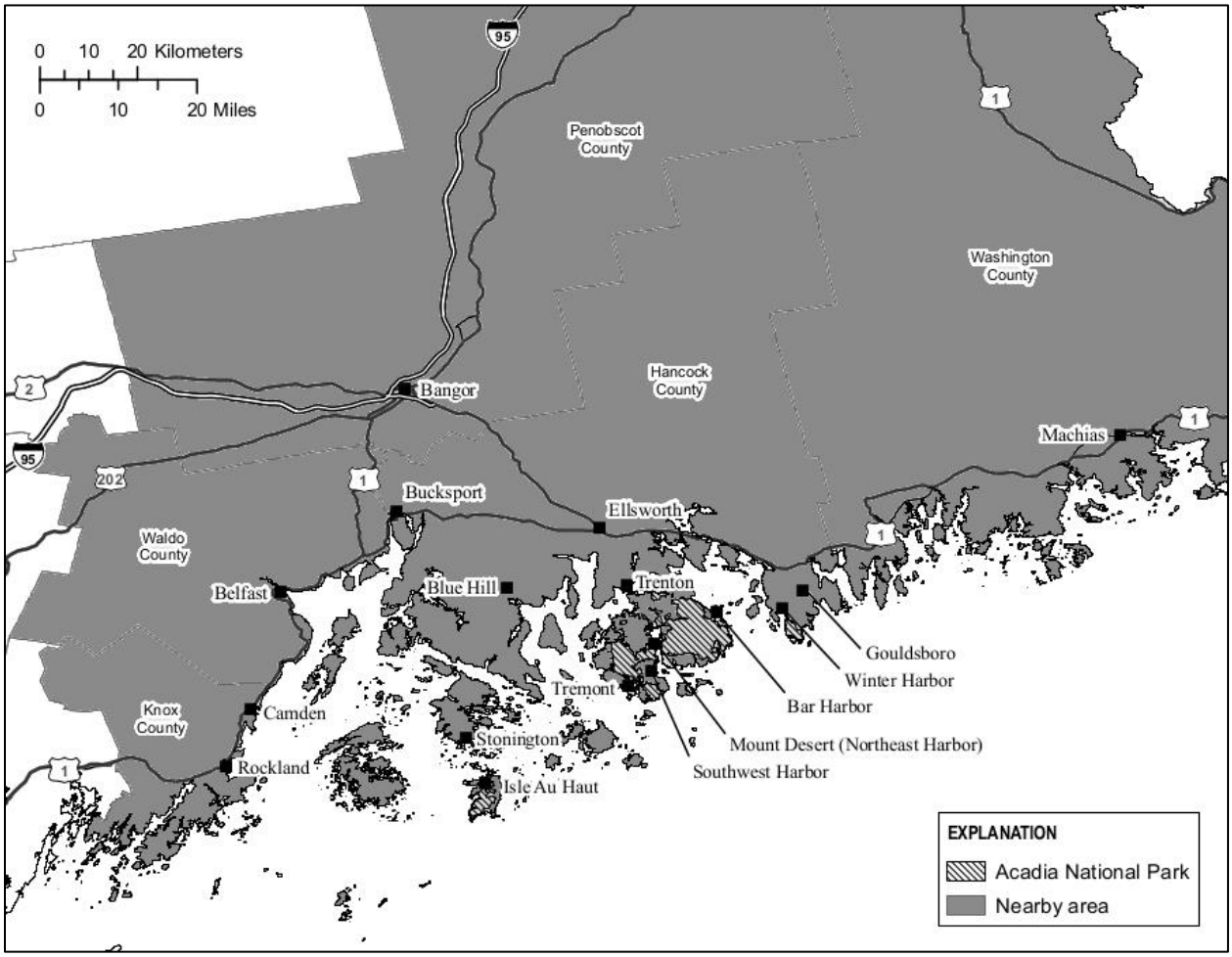
_____

_____

(three blank lines were provided here to manually write an answer)

E. Expenditures

Please refer to the map (below) when answering the questions in this section.



26. Do you live within the nearby area (within the shaded area shown on the map)? Please mark (○) **one** (each of the list items below were set up as manual checkbox options on the form).

○ Yes

○ No

27. Trip information.

a) On this trip to Acadia NP and the nearby area, did you stay overnight away from your permanent residence either inside Acadia NP or within the nearby area (within the shaded area of the map)? Please mark (○) **one** (each of the list items below were set up as manual checkbox options on the form)**.**

○ Yes

○ No ➔ **Go to Question 28**

b) If **YES**, please list the number of nights you stayed in Acadia NP and/or in the nearby area (within the shaded area of the map above) on this trip (each of the list items below were set up as written answer options in table format on the form, where the main questions were presented in the left-hand column and a space provided in the right-hand column to manually write the number of nights).

- Number of nights backcountry camping in Acadia NP_____
  (a blank space was provided to manually write an answer here)
- Number of nights camping in Acadia NP_____
  (a blank space was provided to manually write an answer here)
- Number of nights camping outside Acadia NP_____
  (a blank space was provided to manually write an answer here)
- Number of nights lodging in Acadia NP_____
  (a blank space was provided to manually write an answer here)
- Number of nights lodging outside Acadia NP_____
  (a blank space was provided to manually write an answer here)
- Number of nights on a cruise ship_____
  (a blank space was provided to manually write an answer here)
- Number of nights with other accommodations (e.g., friends/relatives)_____
  (a blank space was provided to manually write an answer here)

28. Was this trip to Acadia NP? Please mark (○) **one** (each of the list items below were set up as manual checkbox options on the form).

○ Your primary or sole purpose of your trip away from home?

○ One of several equally important destinations on your trip away from home?

➔ Was one or more of the other equally important destinations located within the nearby area (within the shaded area of the map)? Please mark (○) **one** (each of the list items below were set up as manual checkbox options on the form).

○ Yes

○ No

○ Just an incidental or spur of the moment stop on your trip away from home?

➔ Was your primary destination located within the nearby area (within the shaded area of the map)? Please mark (○) **one** (each of the list items below were set up as manual checkbox options on the form).

○ Yes

○ No

29. Did you visit any other National Park Service sites on your trip away from home? Please mark (○) **one** (each of the list items below were set up as manual checkbox options on the form).

○ Yes (Please specify)

_____

_____

_____

(three blank lines were provided here to manually write an answer)

○ No

30. Package tours.

a) Did you or anyone in your personal group purchase any package tours that included at least some meals, some lodging, and/or some transportation while on this trip?

○ Yes

○ No ➔ **Go to Question 31**

b) What was the total length of your package tour(s)? #_____days
(a blank space was provided to manually write an answer here)

c) What was the total cost per person for the package tour(s)? $____per person
(a blank space was provided to manually write an answer here)

d) How many people in your personal group were on the package tour(s)?#____people
(a blank space was provided to manually write an answer here)

e) Which of the following were included in the package tour(s) as part of your visit to Acadia NP and the nearby area (within the shaded area of the map)? Please mark (○) **all** that apply (each of the list items below were set up as manual checkbox options inside a table on the form).

a) Local ground transportation

b) Local water transportation

c) Local lodging

d) Meals

e) Guide services

f) Fees (e.g., fishing licenses)

g) Gear (e.g., camping equipment, bikes, kayaks)

h) Admission to events or attractions

i) Other (Please specify)_____
(a blank space was provided to manually write an answer here)

31. Please estimate how much you and your personal group with whom you shared expenses (e.g., other family members, traveling companions) spent both inside Acadia NP and within the nearby area (within the shaded area of the map) during your time in the nearby area. <u>If you reported expenditures for package tours, please only include individual expenses that were NOT part of your package tour(s)</u>.

If you no longer have your receipts, estimate as closely as you can how much you and your group spent. Please enter 0 (zero) if you did not spend any money in a particular category.

Note: Residents living within the highlighted area of the map should only include expenditures that were directly related to this trip to Acadia NP.

(each of the options listed below were in a table, where the expense type was in the left-hand column, and a space to manually fill in a dollar amount was found in the right-hand column).

- Park entrance fee $_____
  (a blank space was provided to manually write an answer here)

- Gas and oil (e.g., auto, RV, boat, etc.) $_____
  (a blank space was provided to manually write an answer here)

- Rental cars $_____
  (a blank space was provided to manually write an answer here)

- Taxis, shuttles, and public transportation $_____
  (a blank space was provided to manually write an answer here)
- Restaurants and bars $_____
  (a blank space was provided to manually write an answer here)
- Groceries and convenience foods $_____
  (a blank space was provided to manually write an answer here)
- Hotels, motels, resorts $_____
  (a blank space was provided to manually write an answer here)
- Specialty lodging (e.g., B&Bs, hostels, cabins, vacation rentals) $_____
  (a blank space was provided to manually write an answer here)
- Camping fees (tent, RV) $_____
  (a blank space was provided to manually write an answer here)
- Recreation and entertainment expenses (e.g., movies, bowling, miniature golf, etc.)
  $_____ (a blank space was provided to manually write an answer here)
- Souvenirs, clothing, supplies, other retail $_____
  (a blank space was provided to manually write an answer here)
- Equipment rental $_____
  (a blank space was provided to manually write an answer here)
- Guides and tour fees $_____
  (a blank space was provided to manually write an answer here)
- Other (Please list) Park entrance fee$_____
  (a blank space was provided to manually write an answer here)

OR

○ Don't know/Not sure (this option was set up as manual checkbox item on the form)

32. For you and any members of your personal group with whom you shared expenses, please record any additional money spent outside of the map area during your trip away from home (for example, travel or food expenditures).

○ $ _____
(a blank space was provided to manually write an answer here)

OR

○ Don't know/Not sure (this option was set up as manual checkbox item on the form)

33. Expenses by personal group.

a) Including yourself, how many people in your personal group were covered by the expenses for this trip away from home?

_____Number of adults (18 years or over)
(a blank space was provided to manually write an answer here)

_____Number of children (under 18 years)
(a blank space was provided to manually write an answer here)

b) Including yourself, how many people in your group split these trip expenses?

_____Number of people
(a blank space was provided to manually write an answer here)

F. Background

34. For your personal group during your visit to Acadia NP on the day you were contacted for this survey, please provide the following information. (**If you don't know the answer, enter "DK."**) (each of the options listed below were in a table, where the party member was in the left-hand column, and spaces to manually fill in answers to the other questions were provided in the other columns).

- Yourself
  - Current Age_____
    (a blank space was provided to manually write an answer here)
  - U.S. ZIP code or name of country other than U.S._____
    (a blank space was provided to manually write an answer here)
  - Number of visits to Acadia NP in last 12 months, including this trip_____
    (a blank space was provided to manually write an answer here)
  - Number of visits to other NPS sites in the last 12 months_____
    (a blank space was provided to manually write an answer here)
- Member #2
  - Current Age_____
    (a blank space was provided to manually write an answer here)
  - U.S. ZIP code or name of country other than U.S._____
    (a blank space was provided to manually write an answer here)

- Number of visits to Acadia NP in last 12 months, including this trip_____
  (a blank space was provided to manually write an answer here)
- Number of visits to other NPS sites in the last 12 months_____
  (a blank space was provided to manually write an answer here)

- Member #3
  - Current Age_____
    (a blank space was provided to manually write an answer here)
  - U.S. ZIP code or name of country other than U.S._____
    (a blank space was provided to manually write an answer here)
  - Number of visits to Acadia NP in last 12 months, including this trip_____
    (a blank space was provided to manually write an answer here)
  - Number of visits to other NPS sites in the last 12 months_____
    (a blank space was provided to manually write an answer here)
- Member #4
  - Current Age_____
    (a blank space was provided to manually write an answer here)
  - U.S. ZIP code or name of country other than U.S._____
    (a blank space was provided to manually write an answer here)
  - Number of visits to Acadia NP in last 12 months, including this trip_____
    (a blank space was provided to manually write an answer here)
  - Number of visits to other NPS sites in the last 12 months_____
    (a blank space was provided to manually write an answer here)
- Member #5
  - Current Age_____
    (a blank space was provided to manually write an answer here)
  - U.S. ZIP code or name of country other than U.S._____
    (a blank space was provided to manually write an answer here)
  - Number of visits to Acadia NP in last 12 months, including this trip_____
    (a blank space was provided to manually write an answer here)
  - Number of visits to other NPS sites in the last 12 months_____
    (a blank space was provided to manually write an answer here)

- Member #6
  - Current Age_____
    (a blank space was provided to manually write an answer here)
  - U.S. ZIP code or name of country other than U.S._____
    (a blank space was provided to manually write an answer here)
  - Number of visits to Acadia NP in last 12 months, including this trip_____
    (a blank space was provided to manually write an answer here)
  - Number of visits to other NPS sites in the last 12 months_____
    (a blank space was provided to manually write an answer here)
- Member #7
  - Current Age_____
    (a blank space was provided to manually write an answer here)
  - U.S. ZIP code or name of country other than U.S._____
    (a blank space was provided to manually write an answer here)
  - Number of visits to Acadia NP in last 12 months, including this trip_____
    (a blank space was provided to manually write an answer here)
  - Number of visits to other NPS sites in the last 12 months_____
    (a blank space was provided to manually write an answer here)

35. For your personal group during your visit to Acadia NP on the day you were contacted for this survey, please provide the following information (if you don't know, mark "Don't Know") (each of the list items below were set up as manual checkbox options in table format on the form, where the main categories were presented in the left-hand column, and the potential responses were provided as check boxes in the other columns).

- Male. Please mark (○) **one option for each party member, including yourself** (each of the list items below were set up as manual checkbox options on the form)**.**
  - ○ Yourself
  - ○ Party Member #2
  - ○ Party Member #3
  - ○ Party Member #4
  - ○ Party Member #5

○ Party Member #6

○ Party Member #7

- Female. Please mark (○) **one option for each party member, including yourself** (each of the list items below were set up as manual checkbox options on the form)**.**

  ○ Yourself

  ○ Party Member #2

  ○ Party Member #3

  ○ Party Member #4

  ○ Party Member #5

  ○ Party Member #6

  ○ Party Member #7

- Hispanic or Latino. Please mark (○) **one option for each party member, including yourself** (each of the list items below were set up as manual checkbox options on the form)**.**

  ○ Yourself

  ○ Party Member #2

  ○ Party Member #3

  ○ Party Member #4

  ○ Party Member #5

  ○ Party Member #6

  ○ Party Member #7

- Not Hispanic or Latino. Please mark (○) **one option for each party member, including yourself** (each of the list items below were set up as manual checkbox options on the form)**.**

○ Yourself

○ Party Member #2

○ Party Member #3

○ Party Member #4

○ Party Member #5

○ Party Member #6

○ Party Member #7

- **Don't Know (Sex, Hispanic or Latino)**. Please mark (○) **one option for each party member, including yourself** (each of the list items below were set up as manual checkbox options on the form)**.**

  ○ Yourself

  ○ Party Member #2

  ○ Party Member #3

  ○ Party Member #4

  ○ Party Member #5

  ○ Party Member #6

  ○ Party Member #7

36. For your personal group during your visit to Acadia NP on the day you were contacted for this survey, please provide the following information (if you don't know, mark "Don't Know"). (each of the list items below were set up as manual checkbox options in table format on the form, where the main categories were presented in the left-hand column, and the potential responses were provided as check boxes in the other columns)

- American Indian or Alaska Native. Please mark (○) **one option for each party member, including yourself** (each of the list items below were set up as manual checkbox options on the form)**.**

  ○ Yourself

○ Party Member #2

○ Party Member #3

○ Party Member #4

○ Party Member #5

○ Party Member #6

○ Party Member #7

- Asian. Please mark (○) **one option for each party member, including yourself** (each of the list items below were set up as manual checkbox options on the form)**.**

  ○ Yourself

  ○ Party Member #2

  ○ Party Member #3

  ○ Party Member #4

  ○ Party Member #5

  ○ Party Member #6

  ○ Party Member #7

- Black or African American. Please mark (○) **one option for each party member, including yourself** (each of the list items below were set up as manual checkbox options on the form)**.**

  ○ Yourself

  ○ Party Member #2

  ○ Party Member #3

  ○ Party Member #4

  ○ Party Member #5

○ Party Member #6

○ Party Member #7

- Native Hawaiian or other Pacific Islander. Please mark (○) **one option for each party member, including yourself** (each of the list items below were set up as manual checkbox options on the form)**.**

  ○ Yourself

  ○ Party Member #2

  ○ Party Member #3

  ○ Party Member #4

  ○ Party Member #5

  ○ Party Member #6

  ○ Party Member #7

- White. Please mark (○) **all options that apply to all party members, including yourself** (each of the list items below were set up as manual checkbox options on the form)**.**

  ○ Yourself

  ○ Party Member #2

  ○ Party Member #3

  ○ Party Member #4

  ○ Party Member #5

  ○ Party Member #6

  ○ Party Member #7

- **Don't Know (ethnicity, not Hispanic)**. Please mark (○) **one option for each party member, including yourself** (each of the list items below were set up as manual checkbox options on the form)**.**

○ Yourself

○ Party Member #2

○ Party Member #3

○ Party Member #4

○ Party Member #5

○ Party Member #6

○ Party Member #7

37. For your personal group during your visit to Acadia NP on the day you were contacted for this survey, what is the highest level of formal education completed by each member of your group? (if you don't know, mark "Don't Know") (each of the list items below were set up as manual checkbox options in table format on the form, where the main categories were presented in the left-hand column, and the potential responses were provided as check boxes in the other columns).

- Less than high school. Please mark (○) **one option for each party member, including yourself** (each of the list items below were set up as manual checkbox options on the form)**.**

  ○ Yourself

  ○ Party Member #2

  ○ Party Member #3

  ○ Party Member #4

  ○ Party Member #5

  ○ Party Member #6

  ○ Party Member #7

- Some high school. Please mark (○) **one option for each party member, including yourself** (each of the list items below were set up as manual checkbox options on the form)**.**

- ○ Yourself
- ○ Party Member #2
- ○ Party Member #3
- ○ Party Member #4
- ○ Party Member #5
- ○ Party Member #6
- ○ Party Member #7

- High school graduate or GED. Please mark (○) **one option for each party member, including yourself** (each of the list items below were set up as manual checkbox options on the form)**.**

  - ○ Yourself
  - ○ Party Member #2
  - ○ Party Member #3
  - ○ Party Member #4
  - ○ Party Member #5
  - ○ Party Member #6
  - ○ Party Member #7

- Some college, business, or trade school. Please mark (○) **one option for each party member, including yourself** (each of the list items below were set up as manual checkbox options on the form)**.**

  - ○ Yourself
  - ○ Party Member #2
  - ○ Party Member #3
  - ○ Party Member #4

○ Party Member #5

○ Party Member #6

○ Party Member #7

- College, business, or trade school graduate. Please mark (○) **one option for each party member, including yourself** (each of the list items below were set up as manual checkbox options on the form)**.**

  ○ Yourself

  ○ Party Member #2

  ○ Party Member #3

  ○ Party Member #4

  ○ Party Member #5

  ○ Party Member #6

  ○ Party Member #7

- Some graduate school. Please mark (○) **one option for each party member, including yourself** (each of the list items below were set up as manual checkbox options on the form)**.**

  ○ Yourself

  ○ Party Member #2

  ○ Party Member #3

  ○ Party Member #4

  ○ Party Member #5

  ○ Party Member #6

  ○ Party Member #7

- Master's, doctoral, or professional degree. Please mark (○) **one option for each party member, including yourself** (each of the list items below were set up as manual checkbox options on the form)**.**

  ○ Yourself

  ○ Party Member #2

  ○ Party Member #3

  ○ Party Member #4

  ○ Party Member #5

  ○ Party Member #6

  ○ Party Member #7

- **Don't know (highest level of education achieved)**. Please mark (○) **one option for each party member, including yourself** (each of the list items below were set up as manual checkbox options on the form)**.**

  ○ Yourself

  ○ Party Member #2

  ○ Party Member #3

  ○ Party Member #4

  ○ Party Member #5

  ○ Party Member #6

  ○ Party Member #7

38. Which category best represents your annual household income? Please mark (○) **one** (each of the list items below were set up as manual checkbox options on the form).

  ○ Less than $24,999

  ○ $25,000-$34,999

○ $35,000-$49,999

○ $50,000-$74,999

○ $75,000-$99,999

○ $100,000-$149,999

○ $150,000-$199,999

○ $200,000 or more

○ Do not wish to answer

39. Including yourself, how many people are in your household?

_____Number of people
(a blank space was provided to manually write an answer here)

40. When visiting an area such as Acadia NP, what language do you personally prefer to use?

- English. Please mark (○) **all options that apply to yourself** (each of the list items below were set up as manual checkbox options on the form)**.**

  ○ Speaking

  ○ Reading

- Spanish. Please mark (○) **all options that apply to yourself** (each of the list items below were set up as manual checkbox options on the form)**.**

  ○ Speaking

  ○ Reading

- Other. Please mark (○) **all options that apply to yourself** (each of the list items below were set up as manual checkbox options on the form)**.**

  ○ Speaking

  ○ Reading

Please Specify_____
(a blank space was provided to manually write an answer here)

41. Is there anything else you would like to tell us about Acadia NP's facilities, services, or recreational opportunities?

_____

_____

(two blank lines were provided here to manually write an answer)

Appendix 2: Park Level Results

Data were analyzed for each of the fourteen pilot parks to estimate visitor trip characteristics and spending profiles. Results for the pilot parks are included in this appendix. All dollar values are in the dollar year of the survey date.

Acadia National Park

Acadia National Park (ACAD) is located near Bar Harbor, Maine along the Atlantic Coast. It offers year-round recreation opportunities, including camping, hiking, wildlife viewing, boating, and a variety of winter recreation activities. The park maintains several campgrounds, but no lodging is available inside the park. Acadia was the 30th most visited NPS site in 2016, with 3,303,393 recreation visits.

The Acadia National Park SEM pilot survey was administered from August 7th - 31st, 2015. A total of 1,223 visitors were intercepted and asked to participate in the survey (Tables ACAD 1-3). Of these, 1,065 agreed to participate and were given a survey, and 734 completed surveys were returned. Visitor segments for Acadia National Park include local day trip visitors (Local Day), non-local day trip visitors (NL Day), overnight visitors staying in lodging outside the park (Lodge Out), overnight visitors camping inside the park (Camp NPS), overnight visitors camping on Isle au Haut (Backcountry NPS), overnight visitors camping outside the park (Camp Out), and overnight visitors staying with family or friends (Other).

Table ACAD 1. Summary of Trip Characteristics for Acadia National Park

Parameter	Local Day	NL Day	Lodge Out	Camp NPS	Backcountry NPS[1] (Isle au Haut)	Camp Out	Other
n	65	26	387	104	2	86	43
Segment Shares	7.00 %	3.20 %	56.20 %	5.00 %	0.02 %	22.50 %	6.10 %
Entry Rate	1.00	1.00	3.50	3.79	1.80	3.46	2.74
Party Size	2.31	2.59	3.09	3.05	2.79	3.03	3.03
Hours in Park	3.27	5.28	–	–	–	–	–
Days in Park	1.00	1.00	3.60	4.60	3.00	3.90	3.00
Length of Stay in the Local Area	1.0	1.0	5.0	4.8	3.4	5.8	6.1
Length of Stay in Local Area Attributed to NPS visit	1.0	0.6	4.3	4.6	3.3	4.7	4.5
Non-Local Visitors	0.0%	100.0%	99.4%	99.0%	100.0%	100.0%	97.2%

[1]The backcountry profile was estimated by pooling all survey respondents across SEM pilot parks who indicated staying in the backcountry.

Table ACAD 2. Average local area spending per party per day/night ($2015)

Spending Category	Local Day	NL Day	Lodge Out	Camp NPS	Backcountry NPS[1]	Camp Out	Other
Hotels, motels, resorts & specialty lodging	0.00	0.00	214.09	5.44	8.42	1.92	0.00
Camping Fees	0.00	0.00	0.43	26.22	7.22	38.31	0.00
Restaurants and bars	16.98	61.35	74.52	44.6	13.78	30.5	48.04
Groceries	7.69	17.65	18.57	24.47	15.87	20.63	26.59

[1]The backcountry profile was estimated by pooling all survey respondents across SEM pilot parks who indicated staying in the backcountry.

Table ACAD 2 (continued). Average local area spending per party per day/night ($2015)

Spending Category	Local Day	NL Day	Lodge Out	Camp NPS	Backcountry NPS[1]	Camp Out	Other
Taxis, shuttles, public transportation	0.45	7.06	0.76	1.95	0.07	0.11	2.89
Rental Cars	0.00	11.76	12.10	4.19	14.36	2.88	7.09
Gas	12.07	15.59	14.43	21.64	20.25	17.30	10.59
Guides and Tour Fees	0.00	7.06	8.20	4.68	0.00	6.66	4.78
Equipment Rental	1.70	0.00	2.95	1.37	1.42	1.54	1.06
Recreation and entertainment	2.27	0.00	7.38	4.38	1.37	1.87	4.94
Souvenirs and other retail	4.50	11.06	20.04	14.11	5.11	11.44	9.44
Other Expenditures	0.00	0.59	0.04	0.77	1.03	0.04	0.11
Total Spending per Party per Day/Night	**45.66**	**132.12**	**373.51**	**153.82**	**88.90**	**133.20**	**115.53**

[1]The backcountry profile was estimated by pooling all survey respondents across SEM pilot parks who indicated staying in the backcountry.

Table ACAD 3. Summary of Trip Purpose Types

Trip Purpose	Local Day	NL Day	Lodge Out	Camp NPS	Backcountry NPS[1]	Camp Out	Other
Primary purpose	0.84	0.35	0.56	0.74	–	0.57	0.44
One of several equally important destinations	0.13	0.60	0.44	0.26	–	0.42	0.50
An incidental or spur-of-the-moment stop	0.04	0.05	0.01	0.00	–	0.01	0.06
Total	**1.00**	**1.00**	**1.00**	**1.00**	**–**	**1.00**	**1.00**

[1]The backcountry profile was estimated by pooling all survey respondents across SEM pilot parks who indicated staying in the backcountry. Trip purpose was not estimated for the pooled backcountry profile.

Biscayne National Park

Biscayne National Park (BISC) is located near Miami, Florida at the southern tip of the state's Atlantic Coast. It offers a variety of water recreation activities including fishing, boating and kayaking, camping, and a visitor center featuring a gallery of works by local artists. The park maintains two campgrounds accessible only by boat, but no lodging is available inside the park. Biscayne was the 123rd most visited NPS site in 2016, with 514,709 recreation visits.

The Biscayne National Park SEM pilot survey was administered from July 1st-10th, 2016. A total of 1128 visitors were intercepted and asked to participate in the survey (Tables BISC 1-3). Of these, 755 agreed to participate and were given a survey, and 248 completed surveys were returned. Visitor segments for Biscayne National Park include local day trip visitors (Local Day), non-local day trip visitors (NL Day), overnight visitors staying in lodging outside the park (Lodge Out), overnight visitors camping inside the park (Camp NPS), overnight visitors camping outside the park (Camp Out), and overnight visitors staying with family or friends (Other).

Table BISC 1. Summary of Trip Characteristics for Biscayne National Park

Parameter	Local Day	NL Day[1]	Lodge Out	Camp NPS[1]	Camp Out[1]	Other[1]
n	170	13	40	5	0	8
Segment Shares	75.8 %	4.5 %	15.2 %	0.8 %	0.6 %	2.8 %
Entry Rate	1.00	–	1.14	–	–	–
Party Size	3.76	–	3.20	–	–	–
Hours in Park	4.93	–	–	–	–	–
Days in Park	1.0	–	1.1	–	–	–
Length of Stay in the Local Area	1.0	–	4.8	–	–	–
Length of Stay in Local Area Attributed to NPS visit	1.0	–	1.0	–	–	–
Non-Local Visitors	0%	–	100%	–	–	–

[1]Insufficient data to estimate segment profile.

Table BISC 2. Average local area spending per party per day/night ($2016)

Spending Category	Local Day	NL Day[1]	Lodge Out	Camp NPS[1]	Camp Out[1]	Other[1]
Hotels, motels, resorts & specialty lodging	0.00	–	164.24	–	–	–
Camping Fees	0.00	–	0.30	–	–	–
Restaurants and bars	10.40	–	65.06	–	–	–
Groceries	32.51	–	18.39	–	–	–
Taxis, shuttles, public transportation	0.12	–	7.90	–	–	–
Rental Cars	1.41	–	37.20	–	–	–

[1]Insufficient data to estimate segment profile.

Table BISC 2 (continued). Average local area spending per party per day/night ($2016)

Spending Category	Local Day	NL Day[1]	Lodge Out	Camp NPS[1]	Camp Out[1]	Other[1]
Gas	60.46	–	20.80	–	–	–
Guides and Tour Fees	9.37	–	44.98	–	–	–
Equipment Rental	0.00	–	7.50	–	–	–
Boat Rental	2.57	–	16.07	–	–	–
Recreation and entertainment	1.41	–	2.90	–	–	–
Souvenirs and other retail	2.46	–	21.58	–	–	–
Fishing Equipment	3.98	–	0.18	–	–	–
Other Expenditures	0.00	–	3.99	–	–	–
Total Spending per Party per Day/Night	**124.69**	**–**	**411.09**	**–**	**–**	**–**

[1]Insufficient data to estimate segment profile.

Table BISC 3. Summary of Trip Purpose Types

Trip Purpose	Local Day	NL Day[1]	Lodge Out	Camp NPS[1]	Camp Out[1]	Other[1]
Primary purpose	0.87	–	0.03	–	–	–
One of several equally important destinations	0.09	–	0.75	–	–	–
An incidental or spur-of-the-moment stop	0.04	–	0.22	–	–	–
Total	**1.00**	**–**	**1.00**	**–**	**–**	**–**

[1]Insufficient data to estimate segment profile.

Blue Ridge Parkway

Blue Ridge Parkway (BLRI) travels 500 miles through the Blue Ridge Mountains of North Carolina and Virginia. In addition to driving tours, it offers opportunities for hiking, biking, camping, picnicking, fishing and musical performances. The Parkway offers eight developed campgrounds, three backcountry campgrounds, and a number of private lodges along the route. Blue Ridge Parkway was the 2nd most visited NPS site in 2016, with 15,175,578 recreation visits.

The Blue Ridge Parkway SEM pilot survey was administered from October 8th-17th, 2015. A total of 1,165 visitors were intercepted and asked to participate in the survey (Tables BLRI 1-3). Of these, 902 agreed to participate and were given a survey, and 599 completed surveys were returned. Visitor segments for Blue Ridge Parkway include local day trip visitors (Local Day), non-local day trip visitors (NL Day), overnight visitors staying in lodging inside the park (Lodge NPS), overnight visitors staying in lodging outside the park (Lodge Out), overnight visitors camping inside the park (Camp NPS), overnight visitors camping in backcountry sites in the park (Backcountry NPS), overnight visitors camping outside the park (Camp Out), and overnight visitors staying with family or friends (Other).

Table BLRI 1. Summary of Trip Characteristics for Blue Ridge Parkway

Parameter	Local Day	NL Day	Lodge NPS	Lodge Out	Camp NPS	Backcountry NPS[1]	Camp Out	Other
n	66	125	44	237	53	1	30	27
Segment Shares	10.900%	22.400%	0.200%	46.900%	0.500%	0.003%	13.300%	5.800%
Entry Rate	1.00	1.00	2.38	2.39	2.56	1.80	3.00	1.74
Party Size	2.29	2.47	2.19	2.34	2.28	2.79	2.19	2.96
Hours in Park	3.76	4.08	–	–	–	–	–	–
Days in Park	1.0	1.0	2.6	2.5	3.8	3.0	3.4	1.8
Length of Stay in the Local Area	1.0	1.0	3.2	3.3	3.8	3.4	5.8	4.0
Length of Stay in Local Area Attributed to NPS visit	1.0	0.7	2.7	2.7	3.7	3.3	3.4	1.6
Non-Local Visitors	0.0%	100.0%	100.0%	97.1%	94.1%	100.0%	100.0%	96.0%

[1]The backcountry profile was estimated by pooling all survey respondents across SEM pilot parks who indicated staying in the backcountry.

Table BLRI 2. Average local area spending per party per day/night ($2015)

Spending Category	Local Day	NL Day	Lodge NPS	Lodge Out	Camp NPS	Backcountry NPS[1]	Camp Out	Other
Hotels, motels, resorts & specialty lodging	0.00	0.00	155.21	136.47	3.41	8.42	3.75	0.00
Camping Fees	0.00	0.00	0.15	0.23	12.95	7.22	28.53	0.00
Restaurants and bars	14.55	19.37	54.25	50.33	13.49	13.78	15.98	35.38
Groceries	4.55	7.44	5.77	10.25	13.34	15.87	12.33	13.31

[1]The backcountry profile was estimated by pooling all survey respondents across SEM pilot parks who indicated staying in the backcountry.

Table BLRI 2 (continued). Average local area spending per party per day/night ($2015)

Spending Category	Local Day	NL Day	Lodge NPS	Lodge Out	Camp NPS	Backcountry NPS[1]	Camp Out	Other
Taxis, shuttles, public transportation	0.00	0.00	0.00	0.03	0.00	0.07	0.90	0.00
Rental Cars	0.00	3.23	12.18	8.13	0.00	14.36	0.00	3.88
Gas	16.16	16.3	22.68	20.97	12.83	20.25	20.39	11.9
Guides and Tour Fees	0.00	4.3	0.00	2.92	1.51	0.00	0.00	0.00
Equipment Rental	0.00	0.00	0.00	0.04	0.00	1.42	0.00	0.00
Recreation and entertainment	0.00	0.13	0.00	3.44	0.52	1.37	1.51	8.50
Souvenirs and other retail	5.85	16.96	17.55	19.61	8.94	5.11	13.94	11.70
Other Expenditures	0.00	0.81	0.00	0.00	0.24	1.03	0.22	6.00
Total Spending per Party per Day/Night	**41.11**	**68.54**	**267.79**	**252.42**	**67.23**	**88.9**	**97.55**	**90.67**

[1]The backcountry profile was estimated by pooling all survey respondents across SEM pilot parks who indicated staying in the backcountry.

Table BLRI 3. Summary of Trip Purpose Types

Trip Purpose	Local Day	NL Day	Lodge NPS	Lodge Out	Camp NPS	Backcountry NPS[1]	Camp Out	Other
Primary purpose	0.83	0.59	0.68	0.48	0.67	–	0.35	0.14
One of several equally important destinations	0.13	0.34	0.32	0.50	0.33	–	0.57	0.62
An incidental or spur-of-the-moment stop	0.03	0.08	0.00	0.02	0.00	–	0.09	0.24
Total	**1.00**	**1.00**	**1.00**	**1.00**	**1.00**	–	**1.00**	**1.00**

[1]The backcountry profile was estimated by pooling all survey respondents across SEM pilot parks who indicated staying in the backcountry. Trip purpose was not estimated for the pooled backcountry profile.

Cape Cod National Seashore

Cape Cod National Seashore (CACO) is located along the Atlantic Coast of Massachusetts's Cape Cod. It offers beach recreation, hunting, fishing, hiking, biking, lighthouse tours, and several visitor centers. The park offers cottage rentals but maintains no campgrounds. Cape Cod was the 17th most visited NPS site in 2016, with 4,692,796 recreation visits.

The Cape Cod National Seashore SEM pilot survey was administered from August 21st-31st, 2015. A total of 1,540 visitors were intercepted and asked to participate in the survey (Tables CACO 1-3). Of these, 1,041 agreed to participate and were given a survey, and 580 completed surveys were returned. Visitor segments for Cape Cod National Seashore include local day trip visitors (Local Day), non-local day trip visitors (NL Day), overnight visitors staying in lodging inside or outside the park (Lodge), overnight visitors camping in sites inside or outside the park (Camp), and overnight visitors staying with family or friends (Other).

Table CACO 1. Summary of Trip Characteristics for Cape Cod National Seashore

Parameter	Local Day	NL Day	Lodge	Camp Out	Other
n	56	51	342	47	60
Segment Shares	7.9%	8.0%	68.4%	6.2%	9.5%
Entry Rate	1.00	1.00	3.15	2.83	2.07
Party Size	2.42	2.65	3.66	2.28	2.71
Hours in Park	3.46	4.80	–	–	–
Days in Park	1.0	1.0	3.6	3.0	2.2
Length of Stay in the Local Area	1.0	1.0	6.3	5.6	5.2
Length of Stay in Local Area Attributed to NPS visit	1.0	1.0	4.4	4.5	2.4
Non-Local Visitors	0.0%	100.0%	100.0%	92.7%	98.0%

Table CACO 2. Average local area spending per party per day/night ($2015)

Spending Category	Local Day	NL Day	Lodge	Camp Out	Other
Hotels, motels, resorts & specialty lodging	0.00	0.00	254.22	3.08	0.00
Camping Fees	0.00	0.00	0.39	56.59	0.00
Restaurants and bars	29.97	65.98	66.63	42.73	42.98
Groceries	10.52	31.94	28.57	16.71	17.09
Taxis, shuttles, public transportation	0.76	0.71	1.44	0.87	0.80

Table CACO 2 (continued). Average local area spending per party per day/night ($2015)

Spending Category	Local Day	NL Day	Lodge	Camp Out	Other
Rental Cars	0.00	4.84	5.08	0.98	3.72
Gas	7.45	26.18	10.08	20.67	8.17
Guides and Tour Fees	0.00	1.91	2.39	2.21	1.50
Equipment Rental	0.00	0.00	3.00	0.21	1.07
Recreation and entertainment	3.94	3.53	11.00	4.35	5.86
Souvenirs and other retail	6.52	10.21	17.17	14.84	10.97
Other Expenditures	0.18	0.00	0.79	0.00	0.66
Total Spending per Party per Day/Night	**59.34**	**145.30**	**400.76**	**163.24**	**92.82**

Table CACO 3. Summary of Trip Purpose Types

Trip Purpose	Local Day	NL Day	Lodge	Camp Out	Other
Primary purpose	0.72	0.57	0.47	0.68	0.33
One of several equally important destinations	0.21	0.29	0.47	0.29	0.57
An incidental or spur-of-the-moment stop	0.07	0.14	0.05	0.02	0.10
Total	1.00	1.00	1.00	1.00	1.00

Colonial National Historical Park

Colonial National Historical Park (COLO) is located near Williamsburg, Virginia at the mouths of the James and York Rivers. The park includes several different historical sites for visitors and offers educational programs, tours, wildlife viewing, walking and biking trails. The park does not offer camping or lodging. Colonial was the 29th most visited NPS site in 2016, with 3,352,656 recreation visits.

The Colonial National Historical Park SEM pilot survey was administered from June 3rd-12th, 2016. A total of 895 visitors were intercepted and asked to participate in the survey (Tables COLO 1-3). Of these, 764 agreed to participate and were given a survey, and 410 completed surveys were returned. Visitor segments for Colonial National Historical Park include local day trip visitors (Local Day), non-local day trip visitors (NL Day), overnight visitors staying in lodging outside the park (Lodge Out), overnight visitors camping outside the park (Camp Out), and overnight visitors staying with family or friends (Other).

Table COLO1. Summary of Trip Characteristics for Colonial National Historical Park

Parameter	Local Day	NL Day	Lodge Out	Camp Out	Other[1]
n	52	51	253	30	10
Segment Shares	10.8 %	11.9 %	67.1 %	7.4 %	2.8 %
Entry Rate	1.00	1.00	1.52	1.50	–
Party Size	2.30	2.60	2.95	2.74	–
Hours in Park	2.94	4.13	–	–	–
Days in Park	1.0	1.0	1.5	1.5	–
Length of Stay in the Local Area	1.0	1.0	3.8	4.3	–
Length of Stay in Local Area Attributed to NPS visit	1.0	0.4	2.0	2.2	–
Non-Local Visitors	0%	100%	99.4%	100%	–

[1]Insufficient data to estimate segment profile.

Table COLO 2. Average local area spending per party per day/night ($2016)

Spending Category	Local Day	NL Day	Lodge Out	Camp Out	Other[1]
Hotels, motels, resorts & specialty lodging	0.00	0.00	128.56	5.29	–
Camping Fees	0.00	0.00	0.52	45.96	–
Restaurants and bars	16.74	18.33	68.25	28.97	–
Groceries	0.00	1.94	12.53	15.22	–
Taxis, shuttles, public transportation	0.00	0.00	3.06	0.10	–
Rental Cars	0.00	0.00	13.46	0.00	–
Gas	3.54	7.44	15.66	29.47	–
Guides and Tour Fees	0.00	0.56	4.72	1.11	–
Equipment Rental	0.00	0.00	0.03	0.00	–
Recreation and entertainment	0.00	0.00	7.22	1.91	–
Souvenirs and other retail	2.00	8.75	23.19	17.50	–
Park Entrance Fee	6.74	28.72	17.89	15.92	–
Other Expenditures	0.00	1.03	1.42	12.69	–
Total Spending per Party per Day/Night	**29.02**	**66.77**	**296.51**	**174.14**	**–**

[1]Insufficient data to estimate segment profile.

Table COLO 3. Summary of Trip Purpose Types

Trip Purpose	Local Day	NL Day	Lodge Out	Camp Out	Other[1]
Primary purpose	0.81	0.20	0.21	0.23	–
One of several equally important destinations	0.06	0.54	0.72	0.77	–
An incidental or spur-of-the-moment stop	0.13	0.26	0.07	0.00	–
Total	**1.00**	**1.00**	**1.00**	**1.00**	**–**

[1]Insufficient data to estimate segment profile.

Glacier National Park

Glacier National Park (GLAC) is located in northwestern Montana, bordering Canada along the northern Rocky Mountains. It offers hiking, camping, boating, fishing and a variety of winter recreation opportunities. The park maintains thirteen campgrounds and offers a number of in-park lodging options. Glacier was the 33rd most visited NPS site in 2016, with 2,946,681 recreation visits.

The Glacier National Park SEM pilot survey was administered from July 29th-August 7th, 2016. A total of 1,122 visitors were intercepted and asked to participate in the survey (Tables GLAC 1-3). Of these, 977 agreed to participate and were given a survey, and 600 completed surveys were returned. Visitor segments for Glacier National Park include local day trip visitors (Local Day), non-local day trip visitors (NL Day), overnight visitors staying in lodging inside the park (Lodge NPS), overnight visitors staying in lodging outside the park (Lodge Out), overnight visitors camping inside the park (Camp NPS), overnight visitors camping in backcountry sites in the park (Backcountry NPS), overnight visitors camping outside the park (Camp Out), and overnight visitors staying with family or friends (Other).

Table GLAC 1. Summary of Trip Characteristics for Glacier National Park

Parameter	Local Day	NL Day	Lodge NPS	Lodge Out	Camp NPS	Backcountry NPS[1]	Camp Out	Other[2]
n	41	33	52	258	85	6	92	18
Segment Shares	7.6 %	6.2 %	2.7 %	55.7 %	7.2 %	0.7 %	16.3 %	3.7 %
Entry Rate	1.00	1.00	3.51	2.67	4.21	1.80	2.98	–
Party Size	3.33	3.21	2.71	3.07	3.49	2.79	2.75	–
Hours in Park	6.46	6.04	–	–	–	–	–	–
Days in Park	1.0	1.0	4.3	2.8	5.7	3.0	3.2	–
Length of Stay in the Local Area	1.0	1.0	4.4	3.9	6.0	3.4	4.5	–
Length of Stay in Local Area Attributed to NPS visit	1.0	0.8	4.2	3.3	5.6	3.3	3.7	–
Non-Local Visitors	0.0%	100.0%	88.6%	95.7%	95.1%	100.0%	93.0%	–

[1]The backcountry profile was estimated by pooling all survey respondents across SEM pilot parks who indicated staying in the backcountry.

[2]Insufficient data to estimate segment profile.

Table GLAC 2. Average local area spending per party per day/night ($2016)

Spending Category	Local Day	NL Day	Lodge NPS	Lodge Out	Camp NPS	Backcountry NPS[1]	Camp Out	Other[2]
Hotels, motels, resorts & specialty lodging	0.00	0.00	197.47	190.22	17.52	8.42	6.58	–
Camping Fees	0.00	0.00	0.81	0.60	17.64	7.22	46.64	–
Restaurants and bars	12.58	27.2	69.6	63.16	18.34	13.78	22.28	–
Groceries	8.15	5.04	21.05	20.77	14.87	15.87	15.41	–
Taxis, shuttles, public transportation	0.00	0.00	0.36	2.66	2.06	0.07	2.22	–
Rental Cars	0.00	4.35	55.55	43.01	7.58	14.36	6.53	–
Gas	20.45	29.57	17.38	26.43	24.31	20.25	24.76	–
Guides and Tour Fees	1.52	2.17	10.90	11.47	6.04	0.00	8.08	–
Equipment Rental	0.36	0.00	2.04	5.12	1.93	1.42	0.47	–
Recreation and entertainment	0.00	0.00	4.55	7.26	1.37	1.37	3.14	–
Souvenirs and other retail	11.06	32.74	16.75	28.11	10.59	5.11	16.10	–
Other Expenditures	0.00	0.00	0.00	1.46	3.13	1.03	0.04	–
Total Spending per Party per Day/Night	**54.12**	**101.07**	**396.46**	**400.27**	**125.38**	**88.90**	**152.25**	**–**

[1]The backcountry profile was estimated by pooling all survey respondents across SEM pilot parks who indicated staying in the backcountry.

[2]Insufficient data to estimate segment profile.

Table GLAC 3. Summary of Trip Purpose Types

Trip Purpose	Local Day	NL Day	Lodge NPS	Lodge Out	Camp NPS	Backcountry NPS[1]	Camp Out	Other[2]
Primary purpose	0.95	0.47	0.49	0.46	0.52	–	0.40	–
One of several equally important destinations	0.03	0.40	0.49	0.51	0.47	–	0.59	–
An incidental or spur-of-the-moment stop	0.03	0.13	0.02	0.03	0.01	–	0.01	–
Total	**1.00**	**1.00**	**1.00**	**1.00**	**1.00**	**–**	**1.00**	**–**

[1]The backcountry profile was estimated by pooling all survey respondents across SEM pilot parks who indicated staying in the backcountry. Trip purpose was not estimated for the pooled backcountry profile.

[2]Insufficient data to estimate segment profile.

Glacier Bay National Park & Preserve

Glacier Bay National Park and Preserve (GLBA) is located in southeastern Alaska along the Inside Passage of the Pacific coast. The remote park is accessible primarily by cruise ships but offers boating, kayaking, hiking, wildlife viewing and camping. The park maintains a campground and a lodge. Glacier Bay was the 122nd most visited NPS site in 2016, with 520,171 recreation visits.

The Glacier Bay National Park & Preserve SEM pilot survey was administered from August 7th-17th, 2015. A total of 1,518 visitors were intercepted and asked to participate in the survey (Tables GLBA 1-3). Of these, 920 agreed to participate and were given a survey, and 574 completed surveys were returned. Visitor segments for Glacier Bay National Park & Preserve include local day trip visitors (Local Day) overnight visitors staying in lodging inside the park (Lodge NPS), overnight visitors staying in lodging outside the park (Lodge Out), overnight visitors camping inside the park (Camp NPS), overnight visitors camping in backcountry sites in the park (Backcountry NPS), overnight visitors camping outside the park (Camp Out), overnight visitors on a cruise ships (Cruise), overnight visitors on small adventure cruises and other vessels (Boat), and overnight visitors staying with family or friends (Other). A limited number of visitors used camping accommodations, so all three camping segments were combined to create a single camping segment. Given the remote nature of the park, which is only accessible by plane or boat, a non-local day visit is infeasible, so the segment is excluded for this park.

Table GLBA 1. Summary of Trip Characteristics for Glacier Bay National Park and Preserve

Parameter	Local Day	Lodge NPS	Lodge Out	Camp NPS/ Backcountry NPS/ Camp Out	Cruise	Boat	Other
n	14	52	62	24	133	35	16
Segment Shares	1.1 %	0.8 %	5.8 %	2.4 %	83.0 %	5.2 %	1.7 %
Entry Rate	1.00	1.45	1.50	1.14	1.00	1.00	1.18
Party Size	2.55	2.18	2.71	2.81	2.90	2.50	3.18
Hours in Park	6.34	–	–	–	–	–	–
Days in Park	1.0	3.8	2.7	4.5	1.0	4.0	3.0
Length of Stay in the Local Area	1.0	3.9	8.2	6.1	6.7	9.2	5.6
Length of Stay in Local Area Attributed to NPS visit	1.0	3.5	3.8	5.1	1.0	1.0	4.2
Non-Local Visitors	0.0%	100.0%	92.1%	72.7%	100.0%	100.0%	76.9%

Table GLBA 2. Average local area spending per party per day/night ($2015)

Spending Category	Local Day	Lodge NPS	Lodge Out	Camp NPS/ Backcountry NPS/ Camp Out	Cruise	Boat	Other
Hotels, motels, resorts & specialty lodging	0.00	297.78	156.91	34.59	11.13	83.38	0.00
Camping Fees	0.00	0.00	0.00	9.34	4.16	3.87	0.00
Restaurants and bars	40.63	144.52	42.17	33.07	29.88	41.1	31.01
Groceries	26.67	17.22	10.08	15.74	3.36	11.94	23.86

Table GLBA 2 (continued). Average local area spending per party per day/night ($2015)

Spending Category	Local Day	Lodge NPS	Lodge Out	Camp NPS/ Backcountry NPS/ Camp Out	Cruise	Boat	Other
Taxis, shuttles, public transportation	0.00	11.63	9.25	12.05	2.44	14.75	7.06
Rental Cars	0.00	15.94	9.69	3.33	5.29	9.19	1.95
Gas	59.5	2.67	4.30	27.05	0.66	0.97	13.47
Guides and Tour Fees	0.00	171.91	109.66	41.15	79.08	19.73	160.71
Equipment Rental	0.00	3.07	8.20	19.39	0.00	0.00	2.44
Recreation and entertainment	0.00	7.36	2.57	0.68	10.47	0.77	3.25
Souvenirs and other retail	12.75	16.83	15.26	11.48	54.12	17.89	4.95
Other Expenditures	0.00	0.00	0.00	0.00	0.00	3.14	9.74
Cruise Package	0.00	0.00	0.00	0.00	809.37	1065.55	0.00
Total Spending per Party per Day/Night (excluding cruise/boat package)	**139.55**	**688.93**	**368.09**	**207.87**	**200.59**	**206.73**	**258.44**

Table GLBA 3. Summary of Trip Purpose Types

Trip Purpose	Local Day	Lodge NPS	Lodge Out	Camp NPS/ Backcountry NPS/ Camp Out	Cruise	Boat	Other
Primary purpose	0.91	0.41	0.30	0.68	0.09	0.22	0.36
One of several equally important destinations	0.09	0.59	0.70	0.32	0.89	0.78	0.64

Table GLBA 3 (continued). Summary of Trip Purpose Types

Parameter	Local Day	Lodge NPS	Lodge Out	Camp NPS/ Backcountry NPS/ Camp Out	Cruise	Boat	Other
An incidental or spur-of-the-moment stop	0.00	0.00	0.00	0.00	0.02	0.00	0.00
Total	**1.00**	**1.00**	**1.00**	**1.00**	**1.00**	**1.00**	**1.00**

Glen Canyon National Recreation Area

Glen Canyon National Recreation Area (GLCA) is located in southern Utah and northern Arizona, protecting Lake Powell and its surrounding landscape. It offers a variety of water-based and other recreation activities, including boating, fishing, swimming, houseboating, hiking and biking. The park has a number of lodging and camping areas, and several concessioners offer houseboat rentals inside the park. Glen Canyon was the 32nd most visited NPS site in 2016, with 3,239,525 recreation visits.

The Glen Canyon National Recreation Area SEM pilot survey was administered from June 17th-26th, 2016. A total of 929 visitors were intercepted and asked to participate in the survey (Tables GLCA 1-3). Of these, 660 agreed to participate and were given a survey, and 296 completed surveys were returned. Visitor segments for Glen Canyon National Recreation Area include local day trip visitors (Local Day), non-local day trip visitors (NL Day), overnight visitors staying in lodging inside the park (Lodge NPS), overnight visitors staying in lodging outside the park (Lodge Out), overnight visitors camping inside the park (Camp NPS), overnight visitors camping outside the park (Camp Out), overnight visitors camping in backcountry sites (Backcountry NPS), overnight visitors staying in houseboats inside the park (Houseboat) and overnight visitors staying with family or friends (Other).

Table GLCA 1. Summary of Trip Characteristics for Glen Canyon National Recreation Area

Parameter	Local Day[2]	NL Day[2]	Lodge NPS	Lodge Out	Camp NPS	Backcountry NPS[1]	Camp Out	Houseboat	Other[2]
n	16	16	47	111	27	4	19	39	6
Segment Shares	10.3 %	4.9 %	1.4 %	54.8 %	2.5 %	0.6 %	12.3 %	11.3 %	2.0 %
Entry Rate	–	–	1.94	1.61	3.09	1.80	1.45	2.04	–
Party Size	–	–	3.60	3.36	3.57	2.79	2.54	7.03	–
Hours in Park	–	–	–	–	–	–	–	–	–
Days in Park	–	–	2.4	1.8	3.9	3	1.3	6.8	–
Length of Stay in the Local Area	–	–	3.0	3.7	4.5	3.4	6.7	6.7	–
Length of Stay in Local Area Attributed to NPS visit	–	–	2.4	1.9	3.6	3.3	1.2	6.6	–
Non-Local Visitors	–	–	96.8%	98.8%	80.0%	100%	92.9%	93.8%	–

[1]The backcountry profile was estimated by pooling all survey respondents across SEM pilot parks who indicated staying in the backcountry.

[2]Insufficient data to estimate segment profile.

Table GLCA 2. Average local area spending per party per day/night ($2016)

Spending Category	Local Day[2]	NL Day[2]	Lodge NPS	Lodge Out	Camp NPS	Backcountry NPS[1]	Camp Out	Houseboat	Other[2]
Hotels, motels, resorts & specialty lodging	–	–	215.11	160.72	1.52	8.42	0.00	5.71	–
Camping Fees	–	–	0.22	2.11	33.69	7.22	18.23	0.00	–
Restaurants and bars	–	–	59.86	52.92	21.11	13.78	10.85	10.93	–

[1]The backcountry profile was estimated by pooling all survey respondents across SEM pilot parks who indicated staying in the backcountry.

[2]Insufficient data to estimate segment profile.

Table GLCA 2 (continued). Average local area spending per party per day/night ($2016)

Spending Category	Local Day[2]	NL Day[2]	Lodge NPS	Lodge Out	Camp NPS	Backcountry NPS[1]	Camp Out	Houseboat	Other[2]
Groceries	–	–	20.42	21.3	39.12	15.87	9.87	50.00	–
Taxis, shuttles, public transportation	–	–	0.15	0.81	0.40	0.07	0.00	0.00	–
Rental Cars	–	–	40.09	35.04	18.18	14.36	3.44	1.81	–
Gas	–	–	47.18	34.19	54.5	20.25	16.47	79.08	–
Local Water Transportation	–	–	1.34	0.39	0.00	0.00	0.00	0.00	–
Guides and Tour Fees	–	–	35.39	22.19	8.84	0.00	5.24	5.89	–
Equipment Rental	–	–	2.24	0.83	1.21	1.42	4.36	8.19	–
Boat Rental	–	–	0.00	7.82	4.04	0.00	10.33	232.67	–
Recreation and entertainment	–	–	4.57	6.35	1.82	1.37	0.00	5.3	–
Souvenirs and other retail	–	–	18.25	19.11	13.84	5.11	6.54	7.35	–
Other Expenditures	–	–	2.15	0.00	0.08	1.03	1.38	3.32	–
Total Spending per Party per Day/Night	**–**	**–**	**446.97**	**363.78**	**198.35**	**88.9**	**86.71**	**410.25**	**–**

[1]The backcountry profile was estimated by pooling all survey respondents across SEM pilot parks who indicated staying in the backcountry.

[2]Insufficient data to estimate segment profile.

Table GLCA 3. Summary of Trip Purpose Types

Trip Purpose	Local Day[2]	NL Day[2]	Lodge NPS	Lodge Out	Camp NPS	Backcountry NPS[1]	Camp Out	Houseboat	Other[2]
Primary purpose	–	–	0.39	0.23	0.42	–	0.31	0.97	–
One of several equally important destinations	–	–	0.55	0.61	0.54	–	0.54	0.03	–
An incidental or spur-of-the-moment stop	–	–	0.06	0.16	0.04	–	0.15	0.00	–
Total	–	–	**1.00**	**1.00**	**1.00**	–	**1.00**	**1.00**	–

[1]The backcountry profile was estimated by pooling all survey respondents across SEM pilot parks who indicated staying in the backcountry. Trip purpose was not estimated for the pooled backcountry profile.

[2]Insufficient data to estimate segment profile.

Golden Gate National Recreation Area

Golden Gate National Recreation Area (GOGA) protects several recreation areas around the San Francisco Bay Area. It offers both urban and natural recreation opportunities including beaches, hiking, historical sites, tours of Alcatraz and other historical areas, kayaking and fishing. The park maintains four campgrounds and several lodging areas inside the park. Golden Gate was the most visited NPS site in 2016, with 15,638,777 recreation visits.

The Golden Gate National Recreation Area SEM pilot survey was administered from June 17th-26th, 2016. A total of 2,946 visitors were intercepted and asked to participate in the survey (Tables GOGA 1-3). Of these, 1,717 agreed to participate and were given a survey, and 736 completed surveys were returned. A special sampling effort was made for Alcatraz Island (ALCA), with 297 returned surveys from Alcatraz and the remaining 439 from the rest of Golden Gate. Additionally, more sampling effort was made at Muir Woods National Monument (MUWO), with 52 of the 439 non-Alcatraz surveys from Muir Woods; this was a sufficient sample to estimate separate segment shares for Muir Woods but not for estimating trip characteristics or spending. Muir Woods uses the same trip characteristics and spending profiles as Golden Gate. Separate trip characteristics and spending profiles were estimated for Alcatraz. Visitor segments for Golden Gate National Recreation Area include local day trip visitors (Local Day), non-local day trip visitors (NL Day), overnight visitors staying in lodging inside or outside the park (Lodge), overnight visitors camping inside or outside the park (Camp), and overnight visitors staying with family or friends (Other).

Table GOGA 1. Summary of Trip Characteristics for Golden Gate NRA

Parameter	Local Day	NL Day[1]	Lodge[1]	Camp[3]	Other[2]
n	238	144	289	6	28
Segment Shares (GOGA)	51.3 %	25.5 %	19.0 %	0.2 %	4.0 %
Segment Shares (ALCA)	1.6 %	21.5 %	71.4 %	1.8 %	3.7 %
Segment Shares (MUWO)	17.6 %	27.5 %	51.5 %	2.0%	1.4 %
Entry Rate	1.00	1.00	1.38	–	1.60
Party Size	1.99	2.72	2.87	–	2.5
Hours in Park	2.42	3.14	–	–	
Days in Park	1.0	1.0	1.4	–	1.7
Length of Stay in the Local Area	1.0	1.0	3.3	–	4.8
Length of Stay in Local Area Attributed to NPS visit	1.0	0.6	1.5	–	1.5
Non-Local Visitors	0.0%	100.0%	98.2%	–	100.0%

[1] The same trip characteristics are used for Muir Woods. Separate trip characteristics were estimated for Alcatraz for these segments.

[2] The profile for the "Other" segment was estimated from the full GOGA SEM dataset (i.e., the combined ALCA, MUWO and rest-of-GOGA surveys, with a sample size of 28 respondents).

[3] Insufficient data to estimate segment profile

Table GOGA 2. Average local area spending per party per day/night ($2016)

Spending Category	Local Day	NL Day[1]	Lodge[1]	Camp[3]	Other[2]
Hotels, motels, resorts & specialty lodging	0.00	0.00	271.74	–	0.00
Camping Fees	0.00	0.00	0.00	–	0.00
Restaurants and bars	15.34	44.56	83.56	–	21.98
Groceries	2.97	3.62	13.96	–	9.05
Taxis, shuttles, public transportation	0.72	2.14	11.07	–	5.36
Rental Cars	0.73	4.93	45.47	–	5.85
Gas	3.81	12.11	10.77	–	4.31
Guides and Tour Fees	0.34	6.85	28.38	–	2.03
Equipment Rental	0.00	1.06	5.32	–	0.92
Recreation and entertainment	1.02	7.25	16.69	–	2.98
Souvenirs and other retail	1.68	5.75	34.85	–	7.34
Other Expenditures	0.17	0.00	1.38	–	0.00
Total Spending per Party per Day/Night	**26.78**	**88.27**	**523.19**	–	**59.82**

[1] The same trip characteristics are used for Muir Woods. Separate trip characteristics were estimated for Alcatraz for these segments.

[2] The profile for the "Other" segment was estimated from the full GOGA SEM dataset (i.e., the combined ALCA, MUWO and rest-of-GOGA surveys, with a sample size of 28 respondents).

[3]Insufficient data to estimate segment profile

Table GOGA 3. Summary of Trip Purpose Types

Trip Purpose	Local Day	NL Day[1]	Lodge[1]	Camp[3]	Other[2]
Primary purpose	0.80	0.53	0.14	–	0.00
One of several equally important destinations	0.15	0.37	0.72	–	0.88
An incidental or spur-of-the-moment stop	0.50	0.10	0.14	–	0.12
Total	**1.00**	**1.00**	**1.00**	–	**1.00**

[1] The same trip characteristics are used for Muir Woods. Separate trip characteristics were estimated for Alcatraz for these segments.

[2] The profile for the "Other" segment was estimated from the full GOGA SEM dataset (i.e., the combined ALCA, MUWO and rest-of-GOGA surveys, with a sample size of 28 respondents).

[3]Insufficient data to estimate segment profile

Grand Canyon National Park

Grand Canyon National Park (GRCA) is located in northwestern Arizona along the Colorado River. It offers recreation and visitor services year-round, including hiking, biking, wildlife viewing, rafting and educational programs. The park maintains three campgrounds and offers a number of in-park lodges. Grand Canyon was the 8th most visited NPS site in 2016, with 5,969,811 recreation visits.

The Grand Canyon National Park SEM pilot survey was administered from July 15th-24th, 2016. A total of 1523 visitors were intercepted and asked to participate in the survey (Tables GRCA 1-3). Of these, 974 agreed to participate and were given a survey, and 533 completed surveys were returned. Visitor segments for Grand Canyon National Park include local day trip visitors (Local Day), non-local day trip visitors (NL Day), overnight visitors staying in lodging inside the park (Lodge NPS), overnight visitors staying in lodging outside the park (Lodge Out), overnight visitors camping inside the park (Camp NPS), overnight visitors camping in backcountry sites (Backcountry NPS), overnight visitors camping outside the park (Camp Out), and overnight visitors staying with family or friends (Other).

Table GRCA 1. Summary of Trip Characteristics for Grand Canyon National Park

Parameter	Local Day[2]	NL Day	Lodge NPS	Lodge Out	Camp NPS	Backcountry NPS[1]	Camp Out	Other[2]
n	3	68	82	248	60	4	50	8
Segment Shares	0.4%	14.6%	6.9 %	54.4 %	6.2%	2.9 %	13.1%	1.5 %
Entry Rate	–	1.00	1.45	1.50	1.43	1.80	1.60	–
Party Size	–	3.73	3.29	3.20	3.73	2.79	2.93	–
Hours in Park	–	4.75	–	–	–	–	–	–
Days in Park	–	1.0	2.2	1.6	3.0	3.0	1.7	–
Length of Stay in the Local Area	–	1.0	2.2	2.4	2.8	3.4	2.9	–
Length of Stay in Local Area Attributed to NPS visit	–	0.5	2.0	1.8	2.7	3.3	2.0	–
Non-Local Visitors	–	100.0%	98.1%	99.5%	96.5%	100.0%	93.8%	–

[1]The backcountry profile was estimated by pooling all survey respondents across SEM pilot parks who indicated staying in the backcountry.

[2]Insufficient data to estimate segment profile.

Table GRCA 2. Average local area spending per party per day/night ($2016)

Spending Category	Local Day[2]	NL Day	Lodge NPS	Lodge Out	Camp NPS	Backcountry NPS[1]	Camp Out	Other[2]
Hotels, motels, resorts & specialty lodging	–	0.00	185.75	202.18	7.82	8.42	13.95	–
Camping Fees	–	0.00	1.68	0.19	22.47	7.22	26.06	–
Restaurants and bars	–	23.76	88.64	83.6	29.82	13.78	27.56	–

[1]The backcountry profile was estimated by pooling all survey respondents across SEM pilot parks who indicated staying in the backcountry.

[2]Insufficient data to estimate segment profile.

Table GRCA 2 (continued). Average local area spending per party per day/night ($2016)

Spending Category	Local Day[2]	NL Day	Lodge NPS	Lodge Out	Camp NPS	Backcountry NPS[1]	Camp Out	Other[2]
Groceries	–	2.61	18.50	20.22	23.25	15.87	19.20	–
Taxis, shuttles, public transportation	–	1.48	2.00	4.51	0.00	0.07	0.00	–
Rental Cars	–	18.44	57.62	54.07	23.25	14.36	24.6	–
Gas	–	29.31	25.69	32.02	34.56	20.25	27.99	–
Guides and Tour Fees	–	69.99	74.99	90.19	24.91	0.00	12.34	–
Equipment Rental	–	0.00	0.13	1.95	0.80	1.42	1.38	–
Recreation and entertainment	–	0.00	4.51	6.50	9.60	1.37	4.41	–
Souvenirs and other retail	–	26.11	27.94	35.40	16.43	5.11	19.33	–
Other Expenditures	–	2.31	0.00	0.54	0.00	1.03	0.00	–
Total Spending per Party per Day/Night	**–**	**174.01**	**487.45**	**531.37**	**192.91**	**88.90**	**176.82**	**–**

[1]The backcountry profile was estimated by pooling all survey respondents across SEM pilot parks who indicated staying in the backcountry.

[2]Insufficient data to estimate segment profile.

Table GRCA 3. Summary of Trip Purpose Types

Trip Purpose	Local Day[2]	NL Day	Lodge NPS	Lodge Out	Camp NPS	Backcountry NPS[1]	Camp Out	Other[2]
Primary purpose	–	0.17	0.24	0.19	0.25	–	0.21	–
One of several equally important destinations	–	0.78	0.73	0.78	0.75	–	0.77	–

[1]The backcountry profile was estimated by pooling all survey respondents across SEM pilot parks who indicated staying in the backcountry. Trip purpose was not estimated for the pooled backcountry profile.

[2]Insufficient data to estimate segment profile.

Table GRCA 3 (continued). Summary of Trip Purpose Types

Trip Purpose	Local Day[2]	NL Day	Lodge NPS	Lodge Out	Camp NPS	Backcountry NPS[1]	Camp Out	Other[2]
An incidental or spur-of-the-moment stop	–	0.05	0.02	0.03	0.00	–	0.02	–
Total	–	**1.00**	**1.00**	**1.00**	**1.00**	–	**1.00**	–

[1]The backcountry profile was estimated by pooling all survey respondents across SEM pilot parks who indicated staying in the backcountry. Trip purpose was not estimated for the pooled backcountry profile.

[2]Insufficient data to estimate segment profile.

Klondike Gold Rush National Historical Park, Alaska

Klondike Gold Rush National Historical Park, Alaska (KLGO) is located in Skagway, Alaska. It offers a visitor center, historical tours, hiking and camping. The park maintains one campground and no lodging. Klondike Gold Rush National Historical Park was the 87th most visited NPS site in 2016, with 912,351 recreation visits.

The Klondike Gold Rush National Historical Park SEM pilot survey was administered between August 12th and 21st, 2016. A total of 1224 visitors were intercepted and asked to participate in the survey (Tables KLGO 1-3). Of these, 876 agreed to participate and were given a survey, and 414 completed surveys were returned. Visitor segments for Klondike Gold Rush National Historical Park include local day trip visitors (Local Day), non-local day trip visitors (NL Day), overnight visitors staying in lodging outside the park (Lodge Out), a combined camping sector that includes overnight visitors camping inside the park, overnight visitors camping in backcountry sites in the park, and overnight visitors camping outside the park (Camp NPS /Backcountry NPS / Camp Out), overnight visitors staying on a cruise or tour boat (Cruise), and overnight visitors staying with family or friends (Other).

Table KLGO 1. Summary of Trip Characteristics for KLGO

Parameter	Local Day[1]	NL Day	Lodge Out	Camp NPS/ Backcountry NPS/ Camp Out[1]	Cruise	Other[1]
n	1	19	21	12	207	1
Segment Shares	0.1 %	4.5 %	4.7 %	1.9 %	88.5%	0.3 %
Entry Rate	–	1.00	1.93	–	1.00	–
Party Size	–	2.53	2.36	–	2.72	–
Hours in Park	–	4.65	–	–	–	–
Days in Park	–	1.0	3.2	–	1.0	–
Length of Stay in the Local Area	–	1.0	4.7	–	–	–
Length of Stay in Local Area Attributed to NPS visit	–	0.5	3.8	–	1.0	–
Non-Local Visitors	–	100%	100%	–	100%	–

[1]Insufficient data to estimate segment profile.

Table KLGO 2. Average local area spending per party per day/night ($2016)

Spending Category	Local Day[1]	NL Day	Lodge Out	Camp NPS/ Backcountry NPS/ Camp Out[1]	Cruise	Other[1]
Hotels, motels, resorts & specialty lodging	–	0.00	119.95	–	1.93	–
Camping Fees	–	0.00	2.98	–	0.00	–
Restaurants and bars	–	44.38	57.16	–	37.93	–
Groceries	–	6.31	16.70	–	4.11	–

[1]Insufficient data to estimate segment profile.

Table KLGO 2 (continued). Average local area spending per party per day/night ($2016)

Spending Category	Local Day[1]	NL Day	Lodge Out	Camp NPS/ Backcountry NPS/ Camp Out[1]	Cruise	Other[1]
Taxis, shuttles, public transportation	–	0.00	2.41	–	22.39	–
Rental Cars	–	3.85	22.77	–	2.75	–
Gas	–	4.62	7.87	–	1.00	–
Local Water Transportation	–	0.00	59.05	–	11.28	–
Local Air Transportation	–	0.00	11.63	–	25.41	–
Guides and Tour Fees	–	80.62	73.22	–	181.55	–
Equipment Rental	–	0.00	0.00	–	0.00	–
Recreation and entertainment	–	76.92	19.01	–	31.71	–
Souvenirs and other retail	–	75.85	21.91	–	117.98	–
Other Expenditures	–	0.00	0.00	–	0.00	–
Total Spending per Party per Day/Night	**–**	**292.55**	**414.66**	**–**	**438.04**	**–**
Cruise Package	–	0.00	0.00	–	938.00	–

[1]Insufficient data to estimate segment profile.

Table KLGO 3. Summary of Trip Purpose Types

Trip Purpose	Local Day[1]	Lodge NPS	Lodge Out	Camp NPS/ Backcountry NPS/ Camp Out[1]	Cruise	Other[1]
Primary purpose	–	0.19	0.20	–	0.02	–
One of several equally important destinations	–	0.44	0.80	–	0.86	–
An incidental or spur-of-the-moment stop	–	0.38	0.00	–	0.12	–
Total	**–**	**1.00**	**1.00**	**–**	**1.00**	**–**

[1]Insufficient data to estimate segment profile.

Niobrara National Scenic River

Niobrara National Scenic River (NIOB) stretches 76 miles along northern Nebraska. It offers fishing, hunting, kayaking, tubing and camping, visitor centers, and tours at locations along the river. The park maintains several campgrounds, but no lodging is available inside the park. Niobrara was the 257th most visited NPS site in 2016, with 73,813 recreation visits.

The Niobrara National Scenic River SEM pilot survey was administered from July 15th-24th, 2016. A total of 286 visitors were intercepted and asked to participate in the survey (Tables NIOB 1-3). Of these, 217 agreed to participate and were given a survey, and 110 completed surveys were returned. Visitor segments for Niobrara National Scenic River include local day trip visitors (Local Day), non-local day trip visitors (NL Day), overnight visitors staying in lodging outside the park (Lodge Out), overnight visitors camping outside the park (Camp Out), and overnight visitors staying with family or friends (Other).

Table NIOB 1. Summary of Trip Characteristics for Niobrara National Scenic River

Parameter	Local Day[1]	NL Day	Lodge Out	Camp Out	Other[1]
n	2	14	55	30	6
Segment Shares	1.3 %	10.8 %	57.8 %	28.2 %	1.9 %
Entry Rate	–	1.0	1.18	1.54	–
Party Size	–	3.88	5.28	4.72	–
Hours in Park	–	5.64	–	–	–
Days in Park	–	1.0	1.2	2.0	–
Length of Stay in the Local Area	–	1.0	1.9	2.4	–
Length of Stay in Local Area Attributed to NPS visit	–	0.8	1.8	2.3	–
Non-Local Visitors	–	100%	100%	100%	–

[1]Insufficient data to estimate segment profile.

Table NIOB 2. Average local area spending per party per day/night ($2016)

Spending Category	Local Day[1]	NL Day	Lodge Out	Camp Out	Other[1]
Hotels, motels, resorts & specialty lodging	–	0.00	214.01	0.00	–
Camping Fees	–	0.00	0.00	30.00	–
Restaurants and bars	–	8.56	58.45	15.15	–
Groceries	–	11.67	18.54	34.05	–
Taxis, shuttles, public transportation	–	10.00	0.10	3.83	–

[1]Insufficient data to estimate segment profile.

Table NIOB 2 (continued). Average local area spending per party per day/night ($2016)

Spending Category	Local Day[1]	NL Day	Lodge Out	Camp Out	Other
Rental Cars	–	0.00	0.00	0.00	–
Gas	–	50.78	34.41	29.33	–
Guides and Tour Fees	–	1.00	45.27	11.68	–
Equipment Rental	–	74.89	72.64	27.37	–
Recreation and entertainment	–	50.00	19.77	8.08	–
Souvenirs and other retail	–	0.00	5.54	12.42	–
Other Expenditures	–	0.00	5.26	0.00	–
Total Spending per Party per Day/Night	**–**	**206.90**	**473.99**	**171.91**	**–**

[1]Insufficient data to estimate segment profile.

Table NIOB 3. Summary of Trip Purpose Types

Trip Purpose	Local Day[1]	NL Day	Lodge Out	Camp Out	Other[1]
Primary purpose	–	0.70	0.67	0.81	–
One of several equally important destinations	–	0.10	0.33	0.19	–
An incidental or spur-of-the-moment stop	–	0.20	0.00	0.00	–
Total	**–**	**1.00**	**1.00**	**1.00**	**–**

[1]Insufficient data to estimate segment profile

San Antonio Missions National Historical Park

San Antonio Missions National Historical Park (SAAN) is located in and around San Antonio, Texas. It protects four historical missions, offering tours, educational programs, a hike and bike trail, and church services. The park offers no lodging or camping. San Antonio Missions was the 60th most visited NPS site in 2016, with 1,358,911 recreation visits.

The San Antonio Missions National Historical Park SEM pilot survey was administered from June 3rd-12th, 2016. A total of 881 visitors were intercepted and asked to participate in the survey (Tables SAAN 1-3). Of these, 670 agreed to participate and were given a survey, and 294 completed surveys were returned. Visitor segments for San Antonio Missions National Historical Park include local day trip visitors (Local Day), non-local day trip visitors (NL Day), overnight visitors staying in lodging outside the park (Lodge Out), overnight visitors camping outside the park (Camp Out), and overnight visitors staying with family or friends (Other).

Table SAAN 1. Summary of Trip Characteristics for San Antonio Missions NHP

Parameter	Local Day	NL Day	Lodge Out	Camp Out[1]	Other
n	90	23	144	8	19
Segment Shares	34.6 %	7.7 %	48.7 %	3.0 %	6.0 %
Entry Rate	1.00	1.00	1.25	–	1.05
Party Size	2.95	2.58	2.60	–	2.41
Hours in Park	2.77	2.90	–	–	–
Days in Park	1.00	1.00	1.30	–	1.10
Length of Stay in the Local Area	1.00	1.00	3.30	–	5.10
Length of Stay in Local Area Attributed to NPS visit	1.00	0.50	1.30	–	0.90
Non-Local Visitors	0.0%	100.0%	99.1%	–	100%

[1]Insufficient data to estimate segment profile

Table SAAN 2. Average local area spending per party per day/night ($2016)

Spending Category	Local Day	NL Day	Lodge Out	Camp Out[1]	Other
Hotels, motels, resorts & specialty lodging	0.00	0.00	147.22	–	0.00
Camping Fees	0.00	0.00	0.01	–	0.00
Restaurants and bars	25.41	31.89	66.69	–	21.12
Groceries	4.37	1.05	6.55	–	8.26
Taxis, shuttles, public transportation	0.09	0.00	2.72	–	0.46
Rental Cars	0.00	15.26	23.78	–	3.78
Gas	10.44	16.68	15.17	–	8.61
Guides and Tour Fees	3.37	0.00	4.86	–	1.05
Equipment Rental	4.33	0.00	1.05	–	0.00
Recreation and entertainment	0.00	7.89	13.66	–	7.77
Souvenirs and other retail	6.62	12.63	26.19	–	6.05
Other Expenditures	1.70	0.79	0.06	–	0.00
Total Spending per Party per Day/Night	**56.33**	**86.19**	**307.96**	**–**	**57.10**

[1]Insufficient data to estimate segment profile

Table SAAN 3. Summary of Trip Purpose Types

Trip Purpose	Local Day	NL Day	Lodge Out	Camp Out[1]	Other
Primary purpose	0.68	0.36	0.13	–	0.00
One of several equally important destinations	0.20	0.45	0.66	–	0.78
An incidental or spur-of-the-moment stop	0.12	0.18	0.22	–	0.22
Total	1.00	1.00	1.00	–	1.00

[1]Insufficient data to estimate segment profile

World War II Valor in the Pacific National Monument

World War II Valor in the Pacific National Monument (VALR) is located in O'ahu, Hawaii, just west of Honolulu. It offers a number of ways for visitors to learn about Pearl Harbor and WWII in the Pacific, including a visitor center, exhibit galleries, a memorial theater and boat rides to the USS *Arizona* Memorial. The park offers no camping or lodging. World War II Valor in the Pacific was the 48th most visited NPS site in 2016, with 1,819,020 recreation visits.

The World War II Valor in the Pacific National Monument SEM pilot survey was administered from July 29th-August 7th, 2016. A total of 1,532 visitors were intercepted and asked to participate in the survey (Tables VALR 1-3). Of these, 880 agreed to participate and were given a survey, and 353 completed surveys were returned. Visitor segments for World War II Valor in the Pacific National Monument include local day trip visitors (Local Day), overnight visitors staying in lodging outside the park (Lodge Out), overnight visitors camping outside the park (Camp), and overnight visitors staying with family or friends (Other).

Table VALR 1. Summary of Trip Characteristics for World War II Valor in the Pacific National Monument

Parameter	Local Day	Lodge Out	Camp[1]	Other
n	23	279	3	18
Segment Shares	7.3 %	86.2 %	0.8 %	5.6 %
Entry Rate	1.00	1.07	–	1.13
Party Size	3.81	3.69	–	3.73
Hours in Park	4.88	–	–	–
Days in Park	1.0	1.1	–	1.2
Length of Stay in the Local Area	1.0	8.4	–	8.2
Length of Stay in Local Area Attributed to NPS visit	1.0	1.2	–	1.2
Non-Local Visitors	0.0%	99.4%	–	100.0%

[1]Insufficient data to estimate segment profile

Table VALR 2. Average local area spending per party per day/night ($2016)

Spending Category	Local Day	Lodge Out	Camp[1]	Other
Hotels, motels, resorts & specialty lodging	0.00	293.93	–	0.00
Camping Fees	0.00	0.02	–	0.00
Restaurants and bars	7.80	105.91	–	47.56
Groceries	1.80	25.9	–	22.26
Taxis, shuttles, public transportation	0.00	7.12	–	0.73
Rental Cars	1.33	50.69	–	19.51
Gas	4.00	7.79	–	10.06
Local Water Transportation	0.00	9.41	–	5.49
Local Air Transportation	0.00	32.97	–	0.00
Guides and Tour Fees	37.53	40.21	–	3.66
Equipment Rental	0.00	0.00	–	0.95
Recreation and entertainment	8.67	26.76	–	18.11
Souvenirs and other retail	9.50	36.16	–	53.66
Other Expenditures	0.00	0.25	–	0.00
Total Spending per Party per Day/Night	**70.63**	**639.75**	**–**	**181.99**

[1]Insufficient data to estimate segment profile

Table VALR 3. Summary of Trip Purpose Types

Trip Purpose	Local Day	Lodge Out	Camp[1]	Other
Primary purpose	0.62	0.03	**–**	0.00
One of several equally important destinations	0.29	0.87	**–**	1.00
An incidental or spur-of-the-moment stop	0.10	0.10	**–**	0.00
Total	1.00	1.00	**–**	1.00

[1]Insufficient data to estimate segment profile

The Department of the Interior protects and manages the nation's natural resources and cultural heritage; provides scientific and other information about those resources; and honors its special responsibilities to American Indians, Alaska Natives, and affiliated Island Communities.

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